



## **The Pride Stores and GreenPrint Partner to Launch Reduced Emission Program in Chicagoland** *A Purpose™ Driven Marketing Program*

**CHICAGO** (May 5, 2017) – Following successes with similar programs, GreenPrint, creator of Reduced Emissions Programs, announces expansion into Chicagoland through a partnership with The PRIDE Stores. The companies will be launching a reduced emissions program across every PRIDE Stores location in and around Chicago, Illinois.

The turnkey sustainability program, called Purpose™, reduces consumers' tailpipe emissions via GreenPrint's proprietary platform that invests in local, regional, and global certified carbon reduction projects and plants trees with The Arbor Day Foundation to sequester carbon dioxide out of the atmosphere.

"Being the first, and exclusive, partner in Chicago to have such an impactful program is a strong competitive differentiator for us and is something we are excited about. This program will deliver a positive impact on our local communities, while building goodwill and loyalty at all 12 of our PRIDE Stores," said Mario Spina, CEO of The PRIDE Stores. "Our goal is to continue to be forward thinkers and provide our customers with a wonderful experience not only inside our Convenience Stores and Restaurant Offerings but also at our Fuel Islands, and we believe that this program will help us continue in achieving that goal."

Unlike other clean transportation offerings, the Purpose™ program requires no new vehicles, software, hardware, or equipment that would require an expense or installation. Instead, consumers can now reduce their emissions by simply purchasing the same high-quality fuel they have always pumped at The PRIDE Stores. The Purpose™ program will do the heavy lifting of automatically calculate tailpipe emissions and will invest in carbon projects to reduce those emissions in the atmosphere by up to 25%.

"We are thrilled to work with thought leaders like Mario and The PRIDE Stores on a program to benefit the environment, set them apart from competitors, and create a unique connection with their customers," said Pete Davis, Founder and CEO of GreenPrint. "Across clients we've measured consumers' positive response with new and existing customers while building loyalty and goodwill, improving our client's [Net Promoter Score](#), and increasing in-store traffic and volume. We look forward to bringing the same Purpose driven results to The PRIDE Stores."

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### **About The Pride Stores**

The PRIDE stores are owned and operated by The PRIDE Stores, Inc. which is the Retail Division of [Parent Petroleum Co.](#) Parent Petroleum specializes in service and sales of petroleum products to retail, commercial and industrial customers servicing over 350 Stations throughout Illinois and the Tri-State area with their home office in St. Charles, IL.

### **About GreenPrint**

Founded by a team of loyalty and rewards experts, [GreenPrint](#) created the first reduced emissions fuel program which is licensed to convenience store chains, energy companies, and corporate fleets – enabling them to sell, or fill up with, more environmentally friendly fuel. Today the company reduces emissions on almost 500 million gallons annually across over 200 retail locations and 40,000 corporate and municipal fleets in 8 countries.