



**FOR RELEASE NOVEMBER 11, 2010**

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**Six Days. Six Great Causes. Six Ways to Give.**

2<sup>nd</sup> Annual F.L. Roberts *Causes in the Community Week* Gives Customers Opportunity to Help

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(SPRINGFIELD, MA) – Six local non-profit organizations will benefit from a week’s worth of ordinary errands.

November 15 – 20, 2010, routine pit stops at participating F.L. Roberts convenience store/gas stations, Golden Nozzle Car Wash and Jiffy Lube locations can help six local charities during the F.L. Roberts *Causes in the Community Week*. Customers will help earn money for a different cause each day, Monday through Saturday, with their RewardsPLUS card.

The company’s customer rewards program, launched in June of this year, will be the source of donations earned during F.L. Roberts *Causes in the Community Week*. Each time a RewardsPLUS card is presented with a purchase, a portion of the transaction will be donated to each cause. The organizations that will benefit each day are:

Monday, November 15 – Rachel’s Table

Tuesday, November 16 – United Way of Pioneer Valley

Wednesday, November 17 – Dakin Pioneer Valley Humane Society

Thursday, November 18 – Children’s Miracle Network at Baystate Children’s Hospital

Friday, November 19 – Shriners Hospitals for Children - Springfield

Saturday, November 20 – The Zoo at Forest Park (*new this year!*)

This is the second year for the campaign, which began as an idea from F.L. Roberts employees.

Visit [www.flroberts.com](http://www.flroberts.com) for a schedule of the organizations, a list of participating F.L. Roberts locations and more information on each cause.

Since 1920, F.L. Roberts has done business in Western Massachusetts and in 90 years has expanded to over 500 employees and 60 sites, including gas stations and convenience stores,

Golden Nozzle Car Wash locations, Jiffy Lube service centers, truck refueling facilities and the Whately Diner. F.L. Roberts recently launched their RewardsPLUS customer rewards program as a way to help consumers save at the pump.

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