

FUELING THE CURE™ INITIATIVE WILL RAISE OVER \$30,000 FOR CANCER RESEARCH

Three Ohio Cooperatives Announce Plans to Promote OSU Fund

LONDON, OHIO (September 22, 2009) – Three Ohio cooperatives today deployed pink propane delivery trucks in a unique partnership to support the Stefanie Spielman Fund for Breast Cancer Research at The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute. The kick-off event for Fueling the Cure™ was held today during the Farm Science Review at the Molly Caren Agricultural Center in London, Ohio.

“All of us have been affected by cancer in some way,” said Eric Parthemore, CEO of Heritage Cooperative. “We hope that our Fueling the Cure™ propane delivery trucks can serve as a gentle reminder to people how important cancer research is for all Ohio families and encourage our customers, employees and communities to join us in giving.”

Each of three cooperatives – United Landmark, Southwest Landmark and Heritage Cooperative – has committed to make a minimum of a \$10,000 corporate donation to the Stefanie Spielman Fund for Breast Cancer Research by October 2010. In most cases, the amount will be based on a donation of \$1 per delivery stop from October 2009-October 2010. In addition, the cooperatives have set a goal to raise \$5,000 in donations by employees and customers during the year-long campaign and help The James establish 50 new donor-benefactor relationships.

“Community partners like Fueling the Cure™ are key to our future success,” remarked Dr. Michael Caligiuri, director of The Ohio State University Comprehensive Cancer Center and CEO of the James Cancer Hospital and Solove Research Institute. “This community effort will not only raise valuable donations to support Stefanie’s Fund for Breast Cancer Research, but will also impact people throughout the State of Ohio on the importance of mammography and early detection.”

Each cooperative is donating in-kind the use of a brand new pink propane delivery truck to serve as a roving “billboard” for the campaign. Each of the

cooperatives' other delivery trucks will have a Fueling the Cure™ decal on the truck tank or door.

United Landmark, Southwest Landmark and Heritage Cooperative serve nearly 30 Ohio counties, including Allen, Champaign, Clark, Clinton, Delaware, Fairfield, Fayette, Franklin, Greene, Hancock, Hardin, Highland, Hocking, Licking, Logan, Madison, Marion, Miami, Montgomery, Perry, Pickaway, Union, Warren and Wyandot counties.

"This collaboration allows a larger donation and impact on one beneficiary," said Gordon Wallace, CEO of Southwest Landmark. "Together, we know we can continue our cooperatives' traditions of giving in a bigger and more meaningful way."

The campaign web site at www.fuelingthecure.org will track donations with a fuel gauge that will be updated at least monthly. The web site also contains links that allow online donations to be made directly to The James. Fueling the Cure™ bracelets are available for donation at each cooperative's branch locations for a limited time.

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