Casey's and Dr Pepper® Kickoff Fansville $100,000 Tuition Giveaway

November 17, 2025

Casey's guests can enter for a chance to win tuition prizes totaling $100,000 and Casey's Rewards members can redeem an exclusive $4 meal deal

ANKENY, Iowa--(BUSINESS WIRE)--Nov. 17, 2025-- Casey's, in partnership with Dr Pepper ®, is fueling the pursuit of higher education through a tuition giveaway that offers all guests a chance to win one of five $20,000 tuition prizes through the end of the year.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20251117008801/en/

Casey's guests can enter for a chance to win tuition prizes totaling $100,000 and Casey's Rewards members can redeem an exclusive $4 meal deal.

Casey's Rewards members are automatically entered for a chance to win a tuition prize by redeeming an exclusive $4 meal deal featuring a medium fountain or 20-ounce Dr Pepper with a Mega Slice of Casey's pizza, or by purchasing a 12-pack or two-liter bottle of any flavor of Dr Pepper.

"At Casey's, we're proud to support our guests not just with great food and value, but with opportunities that make a real difference in their lives," said Brad Haga, Senior Vice President of Prepared Food & Dispensed Beverages at Casey's. "The meal deal is more than a delicious combo – it's a chance to help fund education, pay down student loans or gift the tuition prize to someone who would benefit. Partnering with Dr Pepper during college football season makes it even more exciting as we bring the spirit of Fansville to our stores and reward our fans in a meaningful way."

Last year, Casey's received more than 1.3 million entries and awarded five $10,000 tuition prizes, one of which went to Nicole O'Brien of Strawberry Point, Iowa. She gifted the tuition prize to her son, Keegan, a University of Iowa student, who was able to enroll in the environmental engineering program due to the financial support.

"The tuition prize has helped me tremendously by lifting the stress that comes alongside the financial burden of college and has given me the financial freedom to pursue my true goal of environmental engineering," said Keegan. "I'm not sure I would have had the confidence to transfer into the engineering program given the extra expenses that come with pursuing an engineering degree. Our family is very grateful."

The tuition prizes are unique to traditional scholarships in that funds can be gifted, applied toward student loans or tuition at qualifying educational institutions including accredited two-year or four-year colleges, universities, vocational, technical or trade schools.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. Must be a legal resident of AR, IN, IL, IA, KS, KY, MI, MO, MN, NE, ND, OH, OK, SD, TN, TX or WI; 18+ as of the date of entry. The Sweepstakes begins on 11/5/25 at 12:00 a.m. ET and ends on 12/31/25 at 11:59 p.m. ET. There are 2 possible methods of entry: (a) purchase a medium fountain, 20oz, 12 pk or 2L of Dr Pepper (any flavor) through the Casey's Rewards App; or (b) by emailing KDPpromos@youradv.com with the necessary information. There is a limit of one (1) entry per person, per day, regardless of method. For Official Rules, containing full entry details, prize descriptions/restrictions visit www.kdppromotions.com/caseys.

About Casey's

Casey's is a Fortune 500 company (Nasdaq: CASY) operating approximately 2,900 convenience stores. Founded more than 50 years ago, the company has grown to become the third-largest convenience store retailer and the fifth-largest pizza chain in the United States. Casey's provides freshly prepared foods, quality fuel and friendly service at its locations. Guests can enjoy pizza, donuts, other assorted bakery items, and a wide selection of beverages and snacks. Learn more and order online at www.caseys.com, or in the mobile app.

About Dr Pepper®

Dr Pepper®, a brand of Keurig Dr Pepper, Inc. (KDP), is the oldest major soft drink in the United States. Since 1885, the twenty-three flavors of Dr Pepper® have earned legions of fans that enjoy its unique, refreshing taste. The brand is available in Regular, Diet, Caffeine Free, Cherry, Zero Sugar, Cream Soda, Blackberry, and Strawberries & Cream varieties. For more information, visit DrPepper.com or keurigdrpepper.com. For the brand's latest news and updates, follow Dr Pepper® at Facebook.com/DrPepper, Instagram.com/DrPepper or TikTok.com/DrPepper.

About Keurig Dr Pepper

Keurig Dr Pepper (Nasdaq: KDP) is a leading beverage company in North America, with a portfolio of more than 125 owned, licensed and partner brands and powerful distribution capabilities to provide a beverage for every need, anytime, anywhere. With annual revenue of more than $15 billion, we hold leadership positions in beverage categories including carbonated soft drinks, coffee, tea, water, juice and mixers, and have the #1 single serve coffee brewing system in the U.S. and Canada. Our innovative partnership model builds emerging growth platforms in categories such as premium coffee, energy, sports hydration and ready-to-drink coffee. Our brands include Keurig®, Dr Pepper®, Canada Dry®, Mott's ®, A&W®, Peñafiel®, Snapple®, 7UP®, Green Mountain Coffee Roasters®, GHOST®, Clamato®, Core Hydration® and The Original Donut Shop®. Driven by a purpose to Drink Well. Do Good., our 29,000 employees aim to enhance the experience of every beverage occasion and to make a positive impact for people, communities and the planet. For more information, visit www.keurigdrpepper.com and follow us @KeurigDrPepper on LinkedIn and Instagram.

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Source: Casey's General Stores