Casey's Country Comes Together to Support America's Military Community

November 4, 2026

Casey's guests are invited to round up to raise $1.3 million benefiting Hope for the Warriors (HOPE) and the veterans, service members and military families it serves.

- Casey's annual campaign supporting veterans, service members and military families brings together its team members, guests and partners, including PepsiCo, which will contribute $25,000 toward this year's $1.3 million fundraising goal.
- Today through December 1, guests can round up their purchase in any of Casey's nearly 3,000 stores or add a donation to orders placed online or in the Casey's app.
- Through the generosity of its team members, guests and partners, Casey's has contributed more than $12 million to veteran support organizations since 2012, including $1.2 million last year.

ANKENY, Iowa--(BUSINESS WIRE)--Nov. 4, 2026-- Casey's stands with our nation's veterans, service members and military families who have sacrificed in service to our country through its annual round-up campaign benefiting Hope For The Warriors (HOPE).

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20261104409743/en/

Through the generosity of its team members, guests and partners, Casey's has contributed more than $12 million to veteran support organizations since 2012, including $1.2 million last year.

Today through December 1, guests across Casey's Country are invited to round up at the register in any of Casey's nearly 3,000 stores and add a donation to orders placed online or in the Casey's app. Casey's has set a goal of raising $1.3 million through this year's campaign, which includes a one-time $25,000 contribution from PepsiCo.

"Supporting those who have served and sacrificed for our country is core to who we are at Casey's, and every year, I'm incredibly proud of how our team members, guests and partners answer the call to stand with our military community," said Darren Rebelez, president and CEO of Casey's, and a veteran of the United States Army. "This campaign turns that gratitude and generosity into meaningful action for veterans, active-duty service members and their loved ones."

Supporting those who serve their communities, including military service members and veterans, is a pillar of Casey's giving strategy, and since 2012, its annual round-up campaign in service of that mission has raised more than $12 million in support of veterans, service members and military families. Last year alone, through the generosity of its team members, guests and partners at PepsiCo, Casey's contributed more than $1.2 million to veteran support organizations including HOPE.

"PepsiCo's longtime partnership with Casey's is rooted in a shared commitment to the communities we serve," said Elizabeth Earl, Vice President, Sales, North Central Region, PepsiCo Beverages U.S. "We are proud to once again join Casey's in supporting Hope For The Warriors to reach even more veterans, service members and military families. We're especially grateful to the Casey's guests whose individual contributions add up to meaningful support for military families across the country."

HOPE is a national nonprofit dedicated to helping military veterans, active-duty service members, caregivers and families of the fallen find stability and support as they recover or transition to civilian life. Through 20 years of service, HOPE delivers critical needs assistance, clinical support and community connection programs that foster resilience and holistic wellness for the military community.

"For 20 years, Hope For The Warriors has seen what's possible when communities come together around those who have served," said Robin Kelleher, President and CEO of Hope For The Warriors. "Casey's has turned that spirit of community into action year after year, giving its team members and guests a simple way to make a meaningful difference. Every dollar raised helps HOPE provide critical support, strengthen military families and ensure we can be there when veterans and families reach out for help. We are incredibly grateful to Casey's, PepsiCo and every guest who chooses to round up."

As a small token of great appreciation to those who have served, Casey's will offer military service members a complimentary coffee or fountain drink at any Casey's location, plus free car wash where available, on Veterans Day. Casey's proudly offers coffee and fountain drinks at no cost to military personnel and on duty, uniformed first responders including law enforcement, fire and EMS year-round.

Through the generosity of its guests, team members, and partners, Casey's donated $8.3 million toward core needs in its communities in fiscal year 2026. To learn more about Casey's community impact, visit caseys.com/community/our-impact.

In-store round-up campaigns are powered by Round It Up America®

About Casey's

Casey's is a Fortune 500 company (Nasdaq: CASY) operating nearly 3000 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 PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated nearly $94 billion in net revenue in 2025, driven by a complementary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and drinks, including many iconic brands that generate more than $1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Beverages and Convenient Foods by Winning with pep+ (PepsiCo Positive). pep+ is our strategic end-to-end transformation that places sustainability at the center of our business strategy, seeking to drive growth and build a stronger, more resilient future for PepsiCo and the communities where we operate. For more information, visit www.pepsico.com, and follow on X (Twitter), Instagram, Facebook, and LinkedIn @PepsiCo.

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