



Shell stations launch "The Giving Pump" in the USA

Consumers in 45 states can visit a local Shell station and fill up at designated fueling pumps to help kids in their community.

Shell Oil Company has launched "The Giving Pump" at stations across the U.S. as part of its Force For Good initiative to drive positive change in local communities.

Starting today and running through Sept. 30, a portion of the purchases made by consumers who use the designated pump at select Shell stations will support local children's charities.

"The Giving Pump" at participating stations will be specially marked with colourful signage to inspire consumers to fuel up and support a range of children's focused nonprofits, including schools, literacy programs, hospitals, youth food pantries and more. More than 2,900 Shell stations across the U.S. are participating in this two-month initiative. Those looking to find a participating station can visit shell.us/givingpump.

"Shell is excited to help local communities all over the U.S. with this initiative and we encourage our customers to choose 'The Giving Pump' on their next fill up to help us fuel the future of your local community," said Shannon Bryan, Manager of Brand and Communications for Shell Retail US.

Since launching Force For Good, Shell has highlighted the impact Shell wholesalers have in the communities in which they operate in, going beyond fuel quality and loyalty. Shell wholesalers have continued to be a Force For Good in local communities through initiatives like raising \$1.1 million for the Leukemia and Lymphoma Society, raising \$4.3 million for Boys and Girls Club of Kennewick and more.