

# Philanthropy at the Heart of Super Star Car Wash's Growth

Committed to being a key member in the communities it serves

by Tyler Butler

► For Super Star Car Wash, caring for the community has been a core value since its start in 1993. With new locations popping up across the Valley, the auto wash has continued to grow over the course of 30 years, expanding its services into California and Texas. Now, Super Star's leadership has set their sights on Colorado, with new locations coming in 2023.

Super Star Car Wash is not only a reliable car cleaning service provider, but also a key member in the communities it serves. Its impact extends beyond clean cars, as its efforts lead to lasting partnerships with organizations that serve varied needs within the Valley and beyond.

As the company expands its services across state lines, Super Star aims to continue its positive impact. It focuses on providing a broad range of support across multiple organizations, believing it's important to be a good steward of the areas it operates in. The philanthropic spirit at Super Star is company-wide, with employees and customers encouraged to give back through their time or donations.

Hosting annual charity events, Super Star provides opportunities for employees to participate in charitable actions. Since its founding, giving back to the community has been a priority for Super Star Car Wash. Its aims to be woven into the fabric of the communities it serves, supporting a variety of organizations that provide care to the communities they know and love.

Over the past year, Super Star has provided support on a local level in Arizona and California to more than 100 organizations, including Little League baseball, cheer sponsorships, local high school football and fundraisers, and charity golf tournaments.

"Throughout the history of Super Star Car Wash, and as we have expanded over the last few years, we really want our community to know that we go far beyond just cleaning cars," says Jonathan Kierman, executive vice president of Super Star Car Wash. "We want to be leaders in our industry, and to do that, we have to lead in the community — and giving back to the many causes that do such great work is the way in which we want to lead."

Over the course of 30 years, Super Star has focused the bulk of its support within the community around four key pillars: children's programming and advocacy, animal welfare, and military and veterans' initiatives. Within these pillars, Super Star has a multi-level approach to supporting the community, through supporting fundraisers, sponsoring events and creating partnerships with opportunities to reach numerous groups.

Super Star has been the Pay It Forward sponsor in partnership with Arizona's Family/3TV and its annual Paul's Car Wash. The yearly fundraiser, spearheaded by meteorologist Paul Horton, raises funds for Big Brothers Big Sisters of Central Arizona. During the pandemic, Super Star and its customers



stepped up to donate \$15,000 and helped the fundraiser find alternate ways to raise funds since the community event was shut down.

"Paul's Car Wash is an event that continues to grow and remains a key fundraiser for us each year," says Laura Capello, president and CEO of Big Brothers Big Sister of Central Arizona. "We are so grateful to have Super Star Car Wash as an ongoing partner for the event. Their support has helped us raise crucial funds, especially during difficult years. They have proven to be so much more than a car wash in the way they work with Paul and our BBBSAZ team, and we look forward to future engagement with them."

Over the past four years, Super Star and its customers have contributed more than \$57,000 to BBBSAZ. Super Star has also provided charitable support through its strategic partnerships with the Arizona Cardinals, Arizona Diamondbacks and San Diego Padres foundations to support key community initiatives that impact countless members of the community, specifically youth.

Looking toward the future, Super Star Car Wash is excited to continue its growth and impact in communities across the country. With new locations set to open in Colorado in 2023, it is eager to expand its philanthropic efforts and support local organizations that make a positive difference in people's lives.

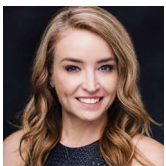
As a company, Super Star remains committed to its core values of community, service and generosity. Its leadership believes that success should not be measured only in profits, but in the positive impact the company has on the world around it. By partnering with charitable organizations and encouraging their employees and customers to give back, Super Star hopes to create a ripple effect of kindness and compassion that will benefit generations to come. ■

Super Star Car Wash [superstarcarwash.com](http://superstarcarwash.com)

## BECOME A BIG

Volunteer to be a mentor. Every child is born with potential. But one-third of our nation's youth are growing up without a positive role model. Join Big Brothers Big Sisters as a volunteer to ignite, empower and inspire their potential.

[bbbsaz.org/volunteer](http://bbbsaz.org/volunteer)



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