

White Cap is Honored to Receive the St. Jude 2023 Excellence in Customer Engagement Award



White Cap has graciously received the 2023 Excellence in Customer Engagement Award, presented by ALSAC and St. Jude Children's Research Hospital.

White Cap established a corporate partnership with St. Jude in 2012 and has raised almost \$3 million dollars for the organization in the last decade.

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In 2022, White Cap had a record-breaking fundraising year for the organization, raising more than \$380,000.

To recognize these efforts, St. Jude presented White Cap with the Excellence in Customer Engagement Award. This award is given to one of St. Jude's top Pin-Up campaign partners who saw great success in engaging customers throughout the campaign.

"Your incredible support not only provides hope and healing for the families and children but also helps to advance the cutting-edge research at St. Jude for future generations, and for this, we are truly grateful," said Rick Shadyac, President and Chief Executive Officer, ALSAC.

White Cap is so proud of our partnership with St. Jude and thankful to receive such an honorable award. We look forward to our continued support of St. Jude and their mission.

Interested in learning more about our community giving efforts with St. Jude and other organizations?[Click here.](#)

<https://about.whitecap.com/White-Cap-is-Honored-to-Receive-the-St-Jude-2023-Excellence-in-Customer-Engagement-Award>