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Contact: Beatrice Lam, CFCA, Marketing & Communications Director

Email: beatrice@cfca.energy

California Fuels and Convenience Alliance Launches Statewide Media Campaign to Protect Independent Gas Station Owners

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The California Fuels and Convenience Alliance (CFCA) today announced the launch of a statewide digital advertising campaign opposing SB 1245 (Stern), legislation that would authorize unelected regulators to enact more bad energy policy, harming consumers and small business owners alike.

The campaign includes static and digital [video ads](#) highlighting Sacramento's recent history of out-of-control energy policies that have driven up gas prices, increased the state's reliance on foreign oil and destroyed thousands of jobs. SB 1245 is the latest attack, this time threatening thousands of immigrant-owned small businesses by cutting off access to the fuel brand investments that helped them build and sustain fueling and convenience resources for their communities.

"More than 60 percent of California's gas stations are owned by immigrant entrepreneurs, the highest share of any industry in the country," said Elizabeth Graham, Chief Executive Officer of CFCA. "SB 1245 would impose costs that many small operators cannot absorb, potentially forcing some to sell their businesses altogether. We're launching this campaign because our members, and the communities they serve, deserve to be heard before Sacramento pushes this forward."

CFCA represents the majority of the 12,000 gas stations and convenience stores across California, which together employ 66,000 workers, support 59,000 additional jobs, and contribute nearly \$10 billion in state and local taxes each year.

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About CFCA

CFCA is the industry's statewide trade association representing the needs of small and minority wholesale and retail marketers of gasoline, diesel, lubricating oils, motor fuels products, and alternative fuels, including but not limited to, hydrogen, compressed natural gas, ethanol, renewable and biodiesel, and electric charging stations; transporters of those products; and retail convenience store operators. CFCA's members serve California's families, agriculture, police and fire, cities, construction, and all consumer goods moved by the delivery and transportation industries.

