



**MEDIA ALERT**

**CONTACT:** [public.relations@wawa.com](mailto:public.relations@wawa.com)

**Wawa to Open First New Hanover County Store with Grand Opening Celebration in Wilmington**

Community members, local officials and first responders to join in celebration as Wawa continues North Carolina expansion

**What:** Wawa is spreading its wings in North Carolina and celebrating the grand opening of its first store in New Hanover County in Wilmington. During the event, the company will be joined by hundreds of customers, local officials, first responders and community partners to mark this milestone in Wawa history.

**Highlights of the festivities to include:**

- Ribbon-cutting ceremony
- Free, limited-edition t-shirts for first 250 customers, as supplies last
- Free hot, any-size coffee from May 29<sup>th</sup> through May 31<sup>st</sup>
- Wawa's "Parade of the Ages," showcasing milestones over the company's 200-year history
- Wawa's leadership sharing expansion plans and ongoing investment in North Carolina
- Local officials highlighting the positive impact of Wawa's expansion on the economy
- Grants presented to Food Bank of Central & Eastern North Carolina and the USO
- Launch of "Lending a Helping Hoagie" campaign, with the first week of hoagie sales benefiting Food Bank of Central & Eastern North Carolina
- Wawa's "Hoagies for Heroes" hoagie-building competition between local New Hanover County Sheriff's Office and New Hanover County Fire Rescue with \$1,000 donated to each department's charity of choice

**Who:**

- Joe Collins, Wawa Director of Store Operations
- Blake Loper, Wawa Area Manager
- Jessica Glovas, Wawa General Manager
- Food Bank of Central & Eastern North Carolina and USO representatives
- Local first responders from New Hanover County Sheriff's Office and New Hanover County Fire Rescue
- Wally Goose, Wawa Mascot
- Wawa Customers and Fans

**When: Friday, May 29, 2026**

7:55 a.m. – Countdown to doors opening. Party begins!

8:00 a.m. – Doors open! T-shirt giveaway for the first 250 customers, as supplies last, and free any size hot coffee for all customers begins

8:30 a.m. – Ribbon-cutting ceremony and festivities begin

**Where:** 6800 Carolina Beach Rd. Wilmington, NC 28412

**Why:** Wawa is thrilled to continue its North Carolina expansion with the opening of its first store in New Hanover County. Over the next 8-10 years, Wawa plans to build and open 6-8 stores per year in North Carolina reaching a total of 90 stores statewide. To build each store, Wawa will invest more than \$7.5 million and employ, on average, 140 contractors and local partners. Once open, each store will employ an average of 35 associates, with Wawa expecting to create more than 3,000 new, long-term new jobs as a result of this expansion.



**Visuals:**

- Hundreds of customers lined up to be among the first to enter Wawa's first Wilmington store
- Ribbon-cutting ceremony and customers entering the store for the first time
- Wawa leadership and local officials discussing the milestone and the impact of Wawa's continued investment in the region
- Wawa's "Parade of the Ages," highlighting company milestones
- Wawa's "Hoagies for Heroes" hoagie-building competition between teams of local first responders
- Wally Goose hyping up and dancing with the crowd

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