



MEDIA ALERT

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Wawa Continues Westward Virginia Expansion with Grand Opening of First Store in Augusta County

Festivities include free t-shirts for the first 100 customers, free any size hot coffee, hoagie building competition between local first responders, and ribbon cutting.

What: Wawa is thrilled to continue its expansion in Virginia with a Grand Opening in Fishersville, marking Wawa's first store in Augusta County. On Friday, August 15th, the festivities will start at **7:45 a.m.** with Wawa General Manager Patrick Murphy doing the honors of counting down the moment when the doors open for the very first time at **8:00 a.m.**, with free Wawa t-shirts for the first 100 customers, as supplies last, and free any size hot coffee through August 17th!

Immediately following at **8:30 a.m.**, customers are invited to participate in a brief ceremony to celebrate the new store team and the positive impact our associates will have on the community. The program includes a ribbon-cutting ceremony with local officials; excited customers; and a "Hoagies for Heroes" hoagie-building competition between first responders benefitting local charities.

Who:

- Kim Dowgielewicz, Wawa Director of Store Operations
- Mark Soroka, Wawa Area Manager
- Patrick Murphy, Wawa General Manager
- State & Local Officials
- Wally Goose Mascot

When: **Friday, August 15th**

- 7:45 am – Countdown to doors opening
- 8:00 am – Doors open with t-shirts for the first 100 customers, as supplies last
- 8:30 am – Ribbon cutting ceremony and Hoagies for Heroes competition

Where: 438 Tinkling Spring Rd. Fishersville, VA 22939

Why: Wawa has proudly served Virginia for over 25 years with over 110 locations and is thrilled to expand westward. Wawa's initial expansion plans for the western part of Virginia will include 6-8 new Wawa stores along I-81 by the end of 2025. Over the next ten years, Wawa plans to reach a total of 60 stores in the I-81 market. To build each store, Wawa will invest more than \$7.5 million per store 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 2,000 long-term new jobs as a result of expansion in Western Virginia.

Visuals:

- Official countdown, doors opening, and excited customers lined up to be first to enter the new store
- T-shirt distribution to the first 100 customers, as supplies last
- A Wawa Through the Ages history parade
- Local heroes building hoagies during the Hoagies for Heroes contest
- Fun, music, Wawa's mascot Wally Goose dancing with the crowd, ribbon cutting and confetti