



MEDIA ALERT

CONTACT: public.relations@wawa.com

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

Festivities to include free t-shirts for the first 250 customers, free any size hot coffee, hoagie building competition between local first responders, and ribbon cutting.

What: Wawa is continuing its expansion in North Carolina with a grand opening party in Wilmington, marking Wawa's third store in New Hanover County. The grand opening will celebrate the Wilmington community as Wawa opens its doors with fun and festivities for all! On **Thursday, September 17th**, the festivities will begin at **7:55 a.m.** with Wawa General Manager, Kate Reeder, counting down to the moment when the doors will open for the very first time at **8:00 a.m.**, along with free t-shirts for the first 250 customers, as supplies last, and free any size hot coffee through September 20th. Immediately following at **8:30 a.m.**, customers are invited to participate in a ceremony to celebrate the new store team and the positive impact associates will have on the community.

Who:

- Joe Collins, Wawa Director of Store Operations
- Blake Loper, Wawa Area Manager
- Kate Reeder, Wawa General Manager
- State & Local Officials
- First Responders from the local Police and Fire departments
- Wally Goose, Wawa Mascot
- Wawa Customers and Fans

When: **Thursday, September 17th**
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. – Ceremony with remarks, Hoagies for Heroes hoagie building competition, and ribbon cutting

Where: 9010 Senca Dr. Wilmington, NC 28411

Why: Wawa is thrilled to continue its North Carolina expansion with the opening of its third 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:

- Countdown to doors opening with excited customers lined up to visit their new store
- Free, limited-edition "Wawa Grand Opening Tour in the USA" t-shirt distribution to first 250 customers
- Wawa's "Parade of the Ages," highlighting company milestones
- Wawa's "Hoagies for Heroes" hoagie-building competition between teams of local first responders
- Fun, music, Wawa's mascot, Wally Goose, dancing with the crowd, ribbon cutting and confetti

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