



**MEDIA ALERT**

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

**Wawa Opens New Store in Edison, NJ, with Free Coffee and Special Appearance by New York Red Bulls Alum Luis Robles**

*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 inviting customers to a grand opening event to celebrate associates, customers, and the community. Festivities start at **7:45 a.m.** with Wawa General Manager **Thomas Sottnick** and **New York Red Bulls alum Luis Robles** doing the honors of counting down the moment when the doors open for the very first time at **8:00 a.m.**, with free t-shirts for the first 100 customers, as supplies last, and free any size hot coffee through October 5<sup>th</sup>!

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 associates will have on the community. The program kicks off with an entertaining parade with Wawa associates, also known as "Craving Tamers," introducing the \$6 Meal Deal campaign. The ceremony concludes with Wawa's signature Hoagies for Heroes competition between first responders and official ribbon cutting with mascot Wally Goose!

**Who:**

- **Craig Clarke** Wawa Director of Store Operations
- **James Brown** Wawa Area Manager
- **Thomas Sottnick** Wawa General Manager
- **New York Red Bulls alum Luis Robles**
- **New York Red Bulls Mascot REDD**
- Edison Police and Fire
- Wally Goose Mascot

**When: Wednesday, October 1<sup>st</sup>**

- 7:45 a.m. – Countdown to doors opening
- 8:00 a.m. – Doors open with t-shirts for the first 100 customers, as supplies last
- 8:30 a.m. – Ribbon cutting ceremony

**Where: 1095 US Rt 1, Edison, NJ, 08837**

**Why:** Wawa is proud to open its doors to provide trusted quality products, convenience, new jobs, support, and to Fulfill Lives in the community. As part of this, Wawa celebrates "Your Order Made Easy," with the new \$6 Meal Deal, which includes a Shorti® Hoagie, Wrap, or Chicken Sandwich, a small fountain drink, and a bag of Herr's chips for just \$6 now through October 12!

**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
- Entertaining Parade with featuring associates and details about Wawa's \$6 Meal Deal
- 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