



MEDIA ALERT

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Wawa Continues Central Pennsylvania Expansion with Opening of Tenth Store in the Region in Sunbury

Festivities include free t-shirts for the first 100 customers at 8am, free hot coffee, hoagie building competition between local first responders, and ribbon cutting.

What: Wawa is thrilled to continue its expansion in Central Pennsylvania with its tenth store in the region. On **Thursday, October 16th**, the festivities will start at **7:55 a.m.** with Wawa General Manager John Fero 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 19th.

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 of the Ages" showcasing milestones over the company's 200-year history. The ceremony concludes with Wawa's signature Hoagies for Heroes competition between first responders and official ribbon cutting with mascot Wally Goose!

Who:

- Jim Magee, Wawa Director of Store Operations
- Cody Lilly, Wawa Area Manager
- John Fero, Wawa General Manager
- State & Local Officials
- Local police and fire
- Wally Goose Mascot

When: **Thursday, October 16th, 2025**

7:45 am – Countdown to doors opening

8:00 am – Doors officially open for the first time! T-shirt giveaway for the first 100 customers, as supplies last, and free any size hot coffee for all customers begins

8:30 am – Ceremony remarks, Hoagies for Heroes hoagie building competition, and ribbon cutting

Where: 220 Shikellamy Ave. Sunbury, PA 17801

Why: The opening of Wawa's new store in Sunbury marks its tenth store in the Central Pennsylvania region. Over the next 5 years, Wawa plans to build and open up to 40 stores, opening approximately 5-7 stores per a year, to serve the Central Pennsylvania market as it continues to expand its footprint and reach new Pennsylvania markets along the Susquehanna River. Once open, each store will employ an average of 35 associates with Wawa expecting to create more than 1,400 long-term new jobs as a result of expansion in Central Pennsylvania.

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
- Wawa's "Parade of the Ages," highlighting company milestones
- 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