



MEDIA ALERT

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Wawa to Open First Campbell County Store with Grand Opening Celebration in Lynchburg

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

What: Wawa is spreading its wings in Virginia and celebrating the grand opening of its first store in Campbell County, located in Lynchburg. 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 200 customers, as supplies last
- Free hot, any-size coffee from October 23rd through October 26th
- 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 Virginia
- Local officials highlighting the positive impact of Wawa's expansion on the economy
- Launch of "Lending a Helping Hoagie" campaign, with the first week of hoagie sales benefiting Blue Ridge Area Food Bank
- Wawa's "Hoagies for Heroes" hoagie-building competition between local police and fire departments with \$1,000 donated to each department's charity of choice

Who:

- Kim Dowgielewicz, Wawa Director of Store Operations
- Mark Soroka, Wawa Area Manager
- Bear Leek, Wawa General Manager
- Blue Ridge Area Food Bank representatives
- Local first responders from the police and fire departments
- Wally Goose, Wawa Mascot
- Wawa Customers and Fans

When: **Thursday, October 23rd, 2025**

8:00 a.m. – Doors open

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

Where: 14039 Wards Rd. Lynchburg, VA 24501

Why: After serving the Virginia community for over 25 years with more than 120 stores, Wawa is thrilled to continue its expansion westward. In 2025, Wawa plans to open (6) stores along I-81 with locations in Elkton, Fishersville, Lynchburg, Staunton and Winchester. 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 approximately \$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 thousands of long-term new jobs as a result of expansion westward in Virginia.

Visuals:

- Hundreds of customers lined up to be among the first to enter Wawa's first Lynchburg 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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