



**MEDIA ALERT**

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

### **Wawa Opens First Store in Lee County, Marking Ten Stores in the State of Georgia**

Leesburg grand opening includes free t-shirts for the first 100 customers, free hot coffee, hoagie building competition between police and fire, and ribbon cutting.

**What:** Wawa is thrilled to continue its expansion in Georgia with its tenth store in the region. On **Thursday, October 30<sup>th</sup>**, festivities start at **7:55 a.m.** with Wawa General Manager San Taylor 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, and **free any size hot coffee through November 2<sup>nd</sup>!**

Immediately following at **8:30 a.m.**, customers are invited to participate in a brief ceremony to celebrate the new store and the positive impact our 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:**

- Nancy Dulaney, Wawa Director of Store Operations
- Tom Howard, Wawa Area Manager
- San Taylor, Wawa General Manager
- Local police and fire departments
- Wally Goose Mascot

**When: Thursday, October 30<sup>th</sup>, 2025**

7:55 a.m. – Countdown to doors opening begins

8:00 a.m. – 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 a.m. – Ceremony remarks, Hoagies for Heroes hoagie building competition, and ribbon cutting

**Where:** 1384 US Hwy 82 W, Leesburg, GA, 31721

**Why:** The opening of Wawa's new store in Leesburg marks its tenth store in Georgia. Over the next 5-8 years, Wawa plans to build and open more than 26 stores in Georgia, at the pace of around 3 to 4 stores per year. Once open, each store will employ an average of 35 associates with Wawa expecting to create more than 1,000 long-term new jobs as a result of expansion in Georgia.

**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