



**MEDIA ALERT**

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

**Wawa Continues North Carolina Expansion with Two New Stores Opening on September 19 in Wilson**

*Double-Header Grand Opening Events in Wilson will Feature Giveaways, Community Partnerships & Ribbon Cutting*

**What:** Wawa is thrilled to continue to spread its wings and expand in North Carolina with a double header of grand openings happening on the same day celebrating two new stores in Wilson, North Carolina. Both ceremonies will feature giveaways, including free t-shirts for the first 100 customers, **free any size hot coffee from September 19 through September 29, 2024**, a ribbon-cutting ceremony with local officials, excited customers, the announcement of grants from The Wawa Foundation and a "Hoagies for Heroes" hoagie-building competition between first responders benefitting local charities. On **Sept. 19**, doors will open at 8 a.m. at both locations with ribbon cutting ceremonies as follows:

**Ribbon Cutting #1: 2650 Ward Blvd., Wilson, NC 27893**

**Doors Open: 8 a.m.**

**Ribbon Cutting Ceremony: 9 a.m.**

**8 a.m.** Doors open; first 100 customers receive free t-shirt

**9 a.m.** Ribbon-cutting ceremony begins, including a parade of Wawa history, remarks by Wawa leadership on future expansion plans, and remarks by local officials. The event will conclude with a check presentation to the local food bank and a charitable "Hoagies for Heroes" hoagie building contest between the Wilson Fire and Police Departments with a trophy and checks presented to both teams.

**Ribbon Cutting #2: 5003 Raleigh Road Pkwy W, Wilson, NC 27896**

**Doors Open: 8 a.m.**

**Ribbon Cutting Ceremony: 11 a.m.**

**8 a.m.** Doors open; first 100 customers receive free t-shirt

**11 a.m.** Ribbon-cutting ceremony begins, including a parade of Wawa history, remarks by Wawa leadership on future expansion plans, and remarks by local officials. The event will conclude with a check presentation by The Wawa Foundation to the local food bank and a charitable "Hoagies for Heroes" hoagie building contest between the Wilson Fire and Police Departments with a trophy and checks presented to both teams.

**Who:**

- Kim Dowgielewicz, Wawa Director of Store Operations
- Jay Ratcliffe, Wawa Area Manager
- Food Bank of Central & Eastern North Carolina representatives
- Local Fire & Police
- State & Local Officials

**When:** **Thursday, September 19<sup>th</sup>**

**Where:** Wawa's two new stores: **2650 Ward Blvd., Wilson, NC, & 5003 Raleigh Road Pkwy W, Wilson, NC**

**Why:** Wawa is thrilled to continue its expansion into North Carolina with two new stores opening on the same day! By the end of 2024, Wawa will have stores open and serving Kill Devil Hills, Wilson, Rocky Mount, Elizabeth City, Greenville and Goldsboro. Over the next 8-10 years, Wawa plans to build and open 6-8 stores per year reaching a total of 90 stores in North Carolina.

**Visuals:**

- Official countdown, doors opening, excited customers lined up to be first to enter the new stores
- A Wawa Through the Ages history parade
- Local heroes building hoagies during the Hoagies for Heroes contests
- Fun, music, Wawa's mascot Wally Goose dancing with the crowd, ribbon cutting and confetti