



MEDIA ALERT

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Happy Wawa Day! Wawa Marks 62 Years in Retail with Special Event at Ridley Township Store on April 16

*Festivities to include **Free, Any-Size Hot Coffee for Wawa Rewards Members**; **Free T-shirts for First 250 Customers**; **Appearances by Miss Pennsylvania and Philadelphia Soccer 2026 Committee**; **Unveiling of Wawa History Bell Designed by Local Artist as Part of Bells Across PA Project**; and **\$250K in Gift Cards to The Wawa Foundation's National Partners***

What: April 16 is Wawa Day, and 2026 marks 62 years since founder Grahame Wood opened the first Wawa Food Market in Folsom, PA! To honor this historic milestone, Wawa will host a **special event in Folsom, Ridley Township, PA, which is where Wawa opened its first store in 1964**. Wawa will also honor customers by offering free, any-size hot coffee for Wawa Rewards Members across the company's 1,200 locations on Wawa Day. Additionally, Wawa and The Wawa Foundation will be celebrating \$200 million in giving since The Foundation's inception in 2014. In honor of that, Wawa will award **\$250,000 in Wawa gift cards to The Wawa Foundation's National Charity Partners** to support the communities we serve.

About the Wawa Day Event on Thursday, April 16:

Wawa will host a high-energy, community-focused event in Folsom, Ridley Township, PA, with the following:

- **Ceremonial Coffee Pour and Toast at 7AM**
- **Recognition of Day Brighteners:** Wawa will honor and celebrate the special connections associates and customers have by toasting a local family and their incredible story of frequenting Wawa to create family memories with their son, Nate, who has special needs. Nate loves Wawa's associates and Sizzlis, so with the help of Wawa associates and special guest, Miss Pennsylvania, Victoria Vespico, Nate will be crowned "Wawa Day Sizzli King," and presented with a gift and a \$2,500 contribution from Wawa to the CHOP Buddy Walk in his honor.
- **A Reflection on Wawa's History:** Wawa leadership will reflect on the Company's history, which includes 62 years in retail and roots that go back more than 200 years in American business, share its commitment to growth in the Keystone State, and highlight its partnerships with America250PA and America 250PADelco.
- **Bells Across PA Unveiling: In recognition of America's 250th anniversary**, Wawa will celebrate its partnerships with America250PA and America250PADelco by unveiling a Delaware County- and Wawa-themed bell as part of America250PA's Bells Across PA project. The presentation will include remarks by local artist Paul Downie, Executive Director, Community Art Center, Wallingford, PA, sharing details about his design, followed by a **\$2,500 check presentation** to the Community Art Center Building Creativity Fund, which supports the ongoing maintenance, renovation, and upgrading of major building systems in the historic 1889 mansion that houses the organization.
- **Presentation of \$250,000 in Wawa Gift Cards to The Wawa Foundation's National Charity Partners:** Wawa and The Wawa Foundation will celebrate the Foundation's \$200 million giving milestone with Wawa distributing \$250,000 in Wawa gift cards to its National Partners.

Who:

- Brian Schaller, President, Wawa
- Store Associates, including Chris Edwards, Director of Store Operations; Jason Boyer, Area Manager; Tom West, General Manager; and Store Team
- Liz Simeone, President, The Wawa Foundation
- Local officials
- Miss Pennsylvania, Victoria Vespico, recognizing local family
- Andre Castillo, Engagement & Volunteer Coordinator, America250PA
- Andrea Silva, Executive Director, America250PADelco
- Paul Downie, Executive Director, Community Arts Center and Bells Across PA Artist
- Megan Bowers, Senior Manager, Social Work, Children's Hospital of Philadelphia
- Meg Kane, Chief Executive Officer, Philadelphia Soccer 2026, and Pep Rally Entertainment
- Wally Goose, Wawa Mascot, and America250PA Mascot, The Keystone Kid

When: Thursday, April 16, 2026

6:30 a.m. – Wawa Day festivities begin with t-shirt and giveaways, as supplies last!

7:00 a.m. – 8:15 a.m. – Wawa Day Ceremony



Where: 1730 MacDade Blvd, Folsom, PA 19033

Parking: Designated parking for media has been arranged near the Wawa celebration tent

Why: On April 16, 1964, founder Grahame Wood opened the first Wawa Food Market in Folsom, Pennsylvania. In 2014, in honor of the 50th anniversary of the first store opening, Wawa launched The Wawa Foundation, a 501(c)(3) non-profit organization supporting the company's charitable giving. Since then, Wawa has held special celebrations every year during the week of April 16 to commemorate both milestones and thank the customers, associates and community partners who have played such a pivotal role in the Wawa story.

Visuals:

- Free, limited-edition "Store #1" t-shirt distribution to 250 event guests, as supplies last
- Ceremonial coffee pour and toast to kick off free, any-size hot coffee for Wawa Rewards members
- Celebration of Day Brighteners and the connection they have with their store team and local community, with special recognition by Miss Pennsylvania, Victoria Vespico
- Unveiling of Wawa History Bell designed by Delco artist as part of Bells Across PA state-wide public art project
- Large signs and posters highlighting company milestones
- Presentation of oversized Wawa Gift Card to Children's Hospital of Philadelphia representatives to celebrate \$250,000 in gift cards awarded to national and local charity partners
- Special guest appearance by Wawa mascot, Wally Goose, AmericaPA250 mascot, The Keystone Kid, and interactive soccer activities from Philadelphia 2026 in celebration of the Big Game coming to Philadelphia this July