



**FROM HOAGIES TO THE HARDWOOD: PHILADELPHIA 76ERS AND WAWA
JOIN FORCES IN LANDMARK PARTNERSHIP**

*MULTI-YEAR DEAL DELIVERS EXCLUSIVE FAN PROMOTIONS, UNIQUE GAMEDAY EXPERIENCES
FOR PHILADELPHIANS AND A WIN FOR THE COMMUNITY*

PHILADELPHIA – OCT. 16, 2026 – The Philadelphia 76ers and Wawa, Inc. today announced a new multi-year partnership bringing together the two iconic Philadelphia brands and formally naming Wawa the Official Hoagie and Breakfast Sandwich of the Philadelphia 76ers.

The collaboration unites the two iconic Philadelphia brands and fans can expect a multitude of exclusive promotions, gameday specials, and in-arena giveaways throughout the season. Whether inside the arena or scrolling their feeds, fans will have new ways to connect with the 76ers as Wawa helps bring them closer to the team. Headlining the partnership lineup is the “Wawa Wally Toss,” featuring Wawa-branded parachutes packed with special offers and coupons that will rain down into the crowd during select home games at Xfinity Mobile Arena.

To kick off the partnership, Wawa and the Philadelphia 76ers drove excitement at a local store in Philadelphia where a large bus wrapped in 76ers hoagie paper pulled up and tossed out limited-edition t-shirts featuring Wally Goose and Franklin the Dog, followed by a ceremonial hoagie build and \$1,000 check presentation to Philabundance to help relieve hunger locally.

[Click here to download images and video from the event.](#)

“Wawa is an iconic brand in our community, and we are teaming up to bring our fans some really fun promotions and activations that reflect the spirit of Philadelphia,” said Kathryn Alario, Senior Vice President, Partnerships Activation, Philadelphia 76ers. “This is a special opportunity for our brands to come together to create unforgettable moments and make a positive impact through what we hope is a great start on the court!”

“We’re thrilled to team up with the Philadelphia 76ers to bring even more excitement to the season with fun arena promotions and meaningful support to our community,” said Doug Martin, Chief Marketing Officer, Wawa. “From creating memories among fans to making an impact in our community, we know this partnership is bound to be a slam dunk!”

The partnership shows the shared passion two hometown favorites have for Philadelphia, its fans, and the spirit that makes the city unlike any other. Deeply connected to the Philadelphia region for more than 60 years in retail, Wawa is a natural fit for one of the NBA's most storied franchises.

Follow @Sixers and @Wawa on social media for more information about the partnership and fan offerings throughout the year.

ABOUT THE PHILADELPHIA 76ERS: The Philadelphia 76ers are one of the most storied franchises in the National Basketball Association, having won three World Championships, earning nine trips to The Finals and making 55 playoff appearances over 77 seasons. The Philadelphia 76ers organization is a Harris Blitzer Sports & Entertainment property.

About Wawa, Inc. Wawa, Inc., a privately held company, began in 1803 as an iron foundry in New Jersey. Toward the end of the 19th Century, owner George Wood took an interest in dairy farming and the family began a small processing plant in Wawa, PA in 1902. The milk business was a huge success, due to its quality, cleanliness and “certified” process. As home delivery of milk declined in the early 1960s, Grahame Wood, George’s grandson, opened the first Wawa Food Market in 1964 in Pennsylvania as an outlet for dairy products. Today, Wawa is your all day, every day stop for freshly prepared foods, beverages, coffee, fuel services and surcharge-free ATMs. Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia, Florida, North Carolina, Alabama, Georgia, Ohio, Indiana, Kentucky, West Virginia, and Washington, D.C. with over 1,200 locations to date. The stores offer a large fresh foodservice selection, including Wawa brands such as custom prepared hoagies, freshly brewed coffee, hot breakfast sandwiches, hand-crafted specialty beverages, a dinner menu including burgers and pizza, an assortment of soups, sides and snacks. Forbes.com Ranks Wawa as #22 of America’s Largest Private Companies.

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