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Wawa Extends “Fly Beyond” Kids Meal Initiative through September 1st to Continue Fighting Food Insecurity
With customer support, Wawa will continue to donate funds from Kids Meals to food bank partners for 5 extra weeks

Wawa, PA (July 29, 2024) – Wawa today announced a 5-week extension of its “**Buy a Kids Meal, Make an Impact,**” initiative which was first launched March 4 through July 28. The initiative is part of the convenience retailer’s *Fly Beyond* program which expands access to fresh and nutritious foods to underserved communities through local Feeding America Food Bank partners. For every Kids Meals purchased, Wawa will donate funds to local food bank partners to provide meals to the community! Since its initial launch in March, Wawa has been able to contribute funding to support nearly 1 million meals to support kids who are food insecure this summer.

“Thanks to the support from our customers and the positive impact this program has had, Wawa is excited to extend our Kids Meal initiative through September 1, which means we’ll be able to provide more meals to support kids in our communities!” said Mary Rose Hannum, Vice President of Food and Beverage, Wawa. “We’re happy our Kids Meals not only help families with a quick and delicious meal option, but more important are helping others gain access to nutritious food too!”

About Wawa Fly Beyond Programs

Launched in 2023 with initial partner the Second Harvest Food Bank of Central Florida, *Fly Beyond* programs are supported by Wawa and The Wawa Foundation to fight food insecurity at the community level by inspiring goodness and increasing access of underserved youth to fresh, nutritious food and healthy meals through Feeding America Food Banks. *Fly Beyond* connects all programs focused on this core issue to enable measurements, communication and drive solutions. In addition to the Second Harvest program and this “Buy One, Make an Impact” Kids Meal program, the *Fly Beyond* initiative also includes a Key Issue grant fund by The Wawa Foundation.

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 and Washington, D.C. with more than 1,060 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 #20 of America’s Largest Private Companies, #1 in Convenience Category for America’s Best Customer Service by Newsweek, one of Forbes 2023 America’s Best Employers for Women and New College Grads.

