



FOR IMMEDIATE RELEASE

CONTACT: Lori Bruce
Wawa, Inc.
610.358.8039
public.relations@wawa.com

Wawa Celebrates 50th Anniversary

Mayor Nutter Proclaims April 16th Wawa Day; Wawa Releases Book Titled, 'The Wawa Way: How a funny name and six core values revolutionized convenience' by Howard Stoeckel

Folsom, PA (April 16, 2014) – Fifty years ago, Wawa, Inc. opened its very first store at 1212 MacDade Boulevard in Folsom, PA. In honor of this tremendous milestone, Wawa is kicking-off its 50th anniversary in retail with two in-store celebrations. The first takes place at Wawa's very first store in Folsom, PA. The second will take place at the 17th and Arch Street Wawa store in Philadelphia, where Mayor Nutter will officially proclaim April 16 as *Wawa Day* in the City of Philadelphia. Both events will honor this milestone, recognizing the customers, associates and stories of the past five decades that make Wawa a living, breathing brand. As a highlight of each event, Wawa's former President and CEO and Current Vice Chairman, Howard Stoeckel, will officially launch the sale of his book, "The Wawa Way, How a funny name and six core values revolutionized convenience," which will go on sale to the public that day, and become available in all Wawa stores. The celebrations will be led by Wawa Chairman Richard D. Wood, Jr., Wawa President and CEO Chris Gheysens, and former Wawa President and CEO and current Vice Chairman, Howard Stoeckel. *Wawa Day* will conclude with a special evening ceremony for Wawa Associates, business partners and invited community members at the National Constitution Center.

"I offer my sincere congratulations to Richard Wood, Chris Gheysens, Howard Stoeckel, and everyone at Wawa, Inc. on the occasion of the company's 50th anniversary and the launch of The Wawa Foundation," said Mayor Michael A. Nutter. "Wawa is a fixture in the Philadelphia region and an extraordinary corporate citizen – most notably lending its name and support to the City of Philadelphia's Wawa Welcome America Festival during the 4th of July celebrations. I'm honored to celebrate Wawa's 50th anniversary in business, and I look forward to the continued success of our partnership and enjoying many more Wawa hoagies for years to come."

Both store ceremonies will be filled with the sights and sounds of Wawa from 1964 through to present day. At both in-store events, a **photo exhibit of hoagie history**, chronicling the development of Wawa's signature sandwich from its



inception until now, will be on display. The events will also include: **original ads** and signage from 1964; an **antique Wawa truck from 1918** (at Folsom only); and of course, Wawa's mascot, Wally Goose, who will be on-hand all day to help celebrate Wawa's milestone birthday.

"2014 is a milestone year for Wawa, in more ways than one! We're celebrating our 50th anniversary in retail and the release of a book written by our former President and CEO, Howard Stoeckel; we're launching The Wawa Foundation; and we're celebrating the grand opening of 45 new stores," said Chris Gheysens, Wawa's President and CEO. "We're moving full-steam ahead and could not be more excited to celebrate the customers and associates who have made this success possible, and share our exciting plans to fulfill customers' lives in new and meaningful ways well into the future."

Folsom Celebration at Store 1:6AM-7AM

To kick-off *Wawa Day*, Wawa store #1 in Folsom, PA will feature exciting 50th anniversary decorations, historical photos and original signage from 1964, as well as the unveiling of an original pole sign. From **6 a.m. - 7 a.m.**, visitors to the Folsom store will get to see the photos and signage, speak with associates dressed in vintage store uniforms, and be surrounded by visuals and sounds from the 1960's. **Wawa's Chairman, Dick Wood**, will reenact the first-ever store transaction and unveil a special plaque dedicated to Wawa's founder Grahame Wood, while **Wawa Historian Maria Thompson** will help bring customers back to 1964 through historical retrospectives of the times. Customers will also have a chance to see the **Wawa Parade through the Ages**, showcasing visual milestones of the past 50 years, followed by store associates recognizing prominent and loyal Wawa customers. Wawa's former President and CEO, Howard Stoeckel, will be on hand to autograph copies of his book *The Wawa Way*. The event will conclude with a ribbon cutting which will commemorate Wawa's renewed purpose and commitment to the next 50 years in business.

17th and Arch Celebration: 8:00AM-8:30AM

To kick-off the Philadelphia Center City celebrations, following the event at the Folsom store, Wawa is also hosting a morning celebration at its **17th and Arch location**. As a highlight of the event, **Mayor Michael Nutter will proclaim that henceforth, April 16 will be *Wawa Day* in the City of Philadelphia**. During the event, Chris Gheysens will also pour the ceremonial first cup of coffee in honor of *Wawa Day*. The event will feature special guest **Ben Franklin** and



will conclude with former President and CEO, Howard Stoeckel unveiling a giant rendering of the cover of *The Wawa Way*, which will go on sale to the public that day.

Evening Reception and Wawa Foundation Announcement: 6:00PM-9:00PM

Wawa Day will culminate with an evening reception at the **National Convention Center** where Wawa associates, and customers, community partners, and local officials will all join for the milestone occasion. During the event, **Mayor Michael Nutter, will again proclaim April 16th to officially be *Wawa Day*.** This proclamation will be followed by a speech from former **Governor Edward G. Rendell**, who proclaimed the hoagie the “official sandwich of Philadelphia” in 1992.

During the reception, Wawa President and CEO, Chris Gheysens, will recognize the importance Mayor Nutter and Governor Rendell have played in Wawa’s history. To further recognize the “classic” role both men have played in the City and to Wawa’s history, both Mayor Nutter and Governor Rendell will be presented with their namesake hoagie which will then be sampled.

“We are honored to have been able to work so closely with the Mayor and Governor to further community events and charitable initiatives to benefit the greater Philadelphia region,” said Gheysens. “Since Governor Rendell already has the namesake of the “Rendelli” hoagie, we will also build a special hoagie that evening in honor of Mayor Nutter --the Nutter Classic--which will be a hoagie on a wheat roll, with turkey and veggies, to represent his commitment to health and wellness. We’re thrilled to honor these two men who have been such a special part of the Wawa story and the Philadelphia community through the years.”

In honor of both Governor Rendell and Mayor Nutter, Wawa will present a check for \$50,000 to the Philadelphia Summer Youth Job Program, made possible through *The Wawa Foundation*.

The event will conclude with the announcement of **The Wawa Foundation**, a new entity founded by Wawa to support Wawa’s charitable giving and philanthropic activities. The Wawa Foundation’s purpose is to fulfill lives every day, by building stronger communities. Over the next five years, Wawa and The Wawa Foundation, together, have committed \$50 million to support causes related to the Foundation’s three key areas of focus- **health, hunger, and**



every day heroes. The Wawa Foundation will be a 501(c) 3 non-profit corporation (The Wawa Foundation Inc.'s non-profit status is pending approval by the Internal Revenue Service) and give Wawa an even greater opportunity to positively enrich and impact the communities it serves. Earlier in the day, The Wawa Foundation will have presented each of Wawa's top five major charity partners with a \$50,000 grant in honor of the 50th anniversary.

The Wawa Way: How a funny name and six core values revolutionized convenience

On April 16th, Wawa's former President and CEO Howard Stoeckel's book, [*The Wawa Way*](#) officially goes on sale through Amazon.com and in all Wawa stores. The book chronicles the stories, events, customers, and associates, that have defined the last 50 years, and illuminates Wawa's secrets for success. With a mixture of personal history and business advice, Howard Stoeckel shares 50 years of Wawa's growth, development, and expansion and how a small company with a funny name made a big difference, and all it took was a little goose sense. Stoeckel will be available at all Wawa's 50th anniversary events to speak about his book and several of the stories shared in *The Wawa Way*.

"The Wawa Way is not simply a motto, a slogan, or the title of a business book-- it's a way of life, a guide for valuing people, and a road map for building longstanding community relationships. So it's no coincidence that on the occasion of our 50th Anniversary, this book becomes a reality," said Stoeckel. "Our goal has never been to simply meet expectations; we take pride in what we do and have an unwavering compassion for our fellow associates and customers alike. Every day we strive to exceed expectations, and ultimately fulfill customers' lives. This book is more than just a business book; it's a book that shares the heart and soul of our company."

About Wawa's Commitment to Fulfilling Lives

Wawa believes that it has a role in making the world a better place. For Wawa associates, that doesn't mean simply filling customer orders – it means fulfilling the lives that they touch every day. Beginning with its first store, Wawa has worked its way into the hearts, minds and fabric of people's lives. Wawa does it around the clock, in 3 ½ minute doses, everyday- 24/7, 365 days a year. Wawa is so committed to this concept, it has made fulfilling lives its ultimate purpose and goal – every day. In 2014, Wawa will extend its commitment to fulfilling lives every day through several groundbreaking initiatives and announcements including: the launch of The Wawa Foundation to formalize and increase its support of charities and community programs; the celebration of its 50th anniversary in the convenience



industry; the release of its first book authored by former President & CEO Howard Stoeckel entitled, *The Wawa Way: How a funny name and six core values revolutionized convenience*; and through the opening of 45 new Wawa stores dedicated to enhancing Wawa's presence in our markets and bringing the Wawa experience to more people.

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 1960's, Grahame Wood, George's grandson, opened the first Wawa Food Market in 1964 as an outlet for dairy products. Today, Wawa is your all day, every day stop for fresh, built-to-order foods, beverages, coffee, fuel services, and surcharge-free ATM's. A chain of more than 635 convenience retail stores (over 365 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland and Virginia and Central Florida. The stores offer a large fresh food service selection, including Wawa brands such as built-to-order hoagies, freshly-brewed coffee, hot breakfast sandwiches, built-to-order Specialty Beverages, and an assortment of soups, sides and snacks.

###