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Jacksonville's Brian Dawkins Debuts New Wawa Hoagie as Part of April 16 Grand Opening

"The Dawk," a limited-edition hoagie is full of Protein and Passion for Police Athletic League of Jacksonville (JaxPAL)

Jacksonville, FL (April 16, 2019) – It's "Dawk Day" in Jacksonville as the city's own Brian Dawkins, beloved NFL football favorite, kicks off the official grand opening of Jacksonville's newest Wawa store located at 2500 Monument Road in Jacksonville, Florida, with the debut of "The Dawk," hoagie. The grand opening of this location marks Wawa's 9th new store to open in the Jacksonville market.

As part of the grand opening, Brian Dawkins will share his recipe for "The Dawk" hoagie. Ingredients include a wheat roll, grilled chicken, parmesan cheese, spinach, tomato, pickles, sweet peppers and mustard. The special ingredient in this one-of-a-kind hoagie is that a portion of proceeds from hoagie sales up to \$20,000 to benefit Police Athletic League of Jacksonville (JaxPAL).

As a Jacksonville native, Dawkins is committed to giving back to his hometown by partnering with JaxPAL on elevating the organization's mission of creating positive relationships between law enforcement officers and the youth of the community through education, athletic, leadership and outreach programs.

From April 16 through June 2, customers can visit one of the locations in Jacksonville (see list below), to purchase "The Dawk," with funds benefiting the MobilePAL program, which enables the organization to provide its programming to children in the city's highest-crime communities.

"We are so grateful for Wawa and Mr. Dawkins' partnership and support. Our MobilePAL outreach initiative gives us the opportunity to get out in some of our city's most distressed communities to really engage with youth and their families in a fun and meaningful way," said Assistant Chief Lakesha Burton. "MobilePAL helps us build a foundation of trust between officers and youth."

Talkin' with Dawkins on April 16: About the Grand Opening Festivities:

On Tuesday, April 16, doors open at 8:00 a.m. with giveaways for the First 100 at 2500 Monument Road, Jacksonville, Florida. The event will proceed as follows:

- **8:45 a.m.** – The ceremonial first hoagie build, where Brian Dawkins will tackle building the first official "Dawk."
- **9:00 a.m.** – Brian Dawkins, Wawa executives and members of JaxPAL will talk about the importance of this campaign to the community. A check presentation of \$10,000 will be made to JaxPAL, with an additional \$10,000 contribution from hoagie proceeds through the duration of the campaign.
- **9:15 a.m.** – A ceremonial ribbon-cutting ceremony, music by local high school and Wawa's signature "Hoagies for Heroes" hoagie-building competition begins between the Jacksonville Sheriff Office and Jacksonville Association of Firefighters to see who can build the most hoagies in 3-minutes will close out the festivities. Both teams will walk away with \$1,000 donation to their charity of choice!

"As Wawa continues to grow in Jacksonville, it gives us great pride to partner with hometown hero, Brian Dawkins, to elevate the mission of JaxPAL through recipe collaboration of 'The Dawk,'" said Todd Souders, Senior Director of Florida Store Operations, Wawa. "It is our mission to fulfill lives wherever we go and know that the MobilePAL program will deliver PAL programs to even more friends and neighbors in our Jacksonville community."



Wawa Stores Featuring “The Dawk” Hoagie:

Store #	Address	City	State	Zip
5274	9715 Beach Blvd.	Jacksonville	FL	32246
5257	4866 Gate Parkway	Jacksonville	FL	32246
5264	11812 Beach Blvd.	Jacksonville	FL	32224
5276	6787 Wilson Blvd.	Jacksonville	FL	32210
5328	300 Park Avenue	Orange Park	FL	32703
5289	Blanding Blvd. & Henley Road	Middleburg	FL	36068
5263	678 Blanding Blvd.	Orange Park	FL	32703
5266	8251 Old Middleburg Road S.	Jacksonville	FL	32222
5261	2500 Monument Road	Jacksonville	FL	32225

About JaxPAL

The Police Athletic League of Jacksonville enriches the lives of children by creating positive relationships between law enforcement officers and the youth of our community through educational, athletic and leadership programs.

About Wawa

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 as an outlet for its dairy products. Today, Wawa is your all day, every day stop for freshly prepared foods, beverages, coffee, fuel services and surcharge-free ATMs. A chain of more than 790 convenience retail stores (over 600 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia, Florida and Washington DC. The stores offer a large fresh foodservice selection, including Wawa brands such as custom prepared hoagies, freshly-brewed coffee, hot breakfast sandwiches, specialty beverages and an assortment of soups, sides and snacks. In 2016 and 2017, Wawa was recognized by Forbes Magazine as one of America’s Best Large Employers, a survey-based ranking of employers offering the best associate experiences and strongest opportunities. In 2017 Wawa was the recipient of a Silver Plate Award in the category of Retail & Specialty Foodservice by the International Foodservice Manufacturers’ Association during their 63rd Annual Award Event.