



MEDIA ALERT

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Wawa Opens New Store in Jackson, NJ, with Free Coffee, New Friends and Craveable Flavors

Event includes free t-shirts for the first 100 customers, free any size hot coffee, "Craving Tamer" Parade introducing new flavors, hoagie building competition between police and fire, and ribbon cutting.

What: Wawa is inviting customers to a grand opening event to celebrate associates, customers, and the community. Festivities start at **7:45 a.m.** with Wawa General Manager Daniel McArthur doing the honors of counting down the moment when the doors open for the very first time at **8:00 a.m.**, with free "Popping Bubbles & Positivity" t-shirts for the first 100 customers, as supplies last, free samples of Wawa's newest Watermelon and Pineapple specialty beverage varieties and Sour Cherry Flavored Popping Bubbles until 8:30 a.m., and free any size hot coffee throughout the day June 12th!

Immediately following at **8:30 a.m.**, customers are invited to participate in a brief ceremony to celebrate the new store and the positive impact associates will have on the community. The program kicks off with an entertaining parade with Wawa associates, also known as "Craving Tamers," introducing the retailer's newest "Cravings Made Easy," campaign with \$1 Hot Coffee, \$2 Iced Coffee, \$1 Wawa Teas and Fruit Drinks and new Watermelon and Pineapple specialty beverage varieties with Sour Cherry Flavored Popping Bubbles! The ceremony concludes with Wawa's signature Hoagies for Heroes competition between first responders and official ribbon cutting with mascot Wally Goose!

Who:

- Jason Read, Wawa Director of Store Operations
- Jamie Malek, Wawa Area Manager
- Daniel McArthur, Wawa General Manager
- Local police and fire
- Wally Goose Mascot

When: Thursday, June 12th, 7:45 a.m.

7:45 a.m. – Countdown to doors opening begins

8:00 a.m. – Doors officially open for the first time! T-shirt giveaway for the first 100 customers, as supplies last, and free any size hot coffee for all customers begins

8:30 a.m. – Ceremony remarks, Hoagies for Heroes hoagie building competition, and ribbon cutting

Where: 584 Cedar Swamp Rd, Jackson, NJ, 08527

Why: Wawa is proud to open its doors to provide trusted quality products, convenience, new jobs, support, and to Fulfill Lives in the community. As part of this, Wawa continues its "Cravings Made Easy," campaign with \$1 Hot Coffee, \$2 Iced Coffee, and \$1 Wawa Teas and Fruit Drinks offers for Rewards Members. Wawa customers also have new cravings to satisfy with the launch of new Watermelon and Pineapple specialty beverages, including Refreshers, Recharger Energy Drinks, Smoothies, as well as Sour Cherry Flavored Popping Bubbles for even more burst of flavor!

Visuals:

- Official countdown, t-shirt distribution, and door opening ceremony
- Grand entrance and introduction of Store Team and Store Operations Remarks
- Entertaining "Craving Tamer" Parade with details about how customers can save time, money, and gain satisfaction from trusted quality products that offer great value and a positive experience
- Hoagies for Heroes hoagie building competition to police and fire departments
- Community ribbon cutting with oversized scissors, red ribbon, and confetti