



MEDIA ALERT

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Wawa Continues North Carolina Expansion with Grand Opening in Greenville featuring Retailer's Signature Hoagiefest®

Festivities include free t-shirts for the first 100 customers, free any size hot coffee, "Summer of Savings Parade featuring details about chain's Hoagiefest," hoagie building competition between local first responders, and ribbon cutting.

What: Wawa is thrilled to continue its expansion in North Carolina with a Grand Opening in Greenville. On Wednesday, July 23rd, the festivities will start at **7:45 a.m.** with Wawa General Manager Isaac Navarro doing the honors of counting down the moment when the doors open for the very first time at **8:00 a.m.**, with free Wawa t-shirts for the first 100 customers, as supplies last, free samples of Wawa's sandwich varieties to celebrate Hoagiefest, the retailer's summer tradition since 2008, featuring special price promotions on Wawa's most beloved hoagie varieties, and free any size hot coffee from opening day through Sunday, July 27th!

Immediately following at **8:30 a.m.**, customers are invited to participate in a brief ceremony to celebrate the new store team and the positive impact our associates will have on the community. The program includes an exciting Hoagiefest parade, featuring store associates and information on how customers can save as Wawa celebrates a Summer of Sandwiches, a ribbon-cutting ceremony with local officials; excited customers; and a "Hoagies for Heroes" hoagie-building competition between first responders benefitting local charities.

Who:

- Kim Dowgielewicz, Wawa Director of Store Operations
- Jay Ratcliffe, Wawa Area Manager
- Isaac Navarro, Wawa General Manager
- State & Local Officials
- Wally Goose Mascot

When: Wednesday, July 23rd

- 7:45 am – Countdown to doors opening
- 8:00 am – Doors open with t-shirts for the first 100 customers, as supplies last
- 8:30 am – Ribbon cutting ceremony and Hoagies for Heroes competition

Where: 1300 Parkside Drive, Greenville, NC, 27858

Why: With the opening of its third store in Greenville on July 23rd and first store in Garner on July 24th, Wawa will have twelve stores in North Carolina and projects to open up to five additional stores by year end, including its first Travel Center in Hope Mills. Over the next 8-10 years, Wawa plans to build and open 6-8 stores per year reaching a total of 90 stores in North Carolina. To build each store, Wawa will invest more than \$7.5 million per store and employ, on average, 140 contractors and local partners to build the store. Once open, each store will employ an average of 35 associates with Wawa expecting to create more than 3,000 long-term new jobs as a result of expansion in North Carolina

Visuals:

- Official countdown, doors opening, and excited customers lined up to be first to enter the new store
- T-shirt distribution to the first 100 customers, as supplies last
- A Hoagiefest Parade
- Local heroes building hoagies during the Hoagies for Heroes contest
- Fun, music, Wawa's mascot Wally Goose dancing with the crowd, ribbon cutting and confetti