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Wawa Announces Exclusive #WawaRun Swag and Chance to Win

Prizes include one-of-a-kind Wawa Branded Sneakers with Iconic Goose Logo

See Sneak(er) Peek Below!

Wawa, PA (August 24, 2021) – Wawa is celebrating the last days of summer with a social media sweepstakes giving fans the chance to win one-of-a-kind branded swag for their #WawaRun.

Fans have the chance to win a variety of merch to take their final summer road trips to the next level, including custom tents, coolers and cameras.

As the featured giveaway of the #WawaRun Gear Sweepstakes, Wawa is offering ten lucky people a chance to win a limited-edition first-ever Wawa sneaker made in collaboration with local Philadelphia company, and sneaker designer and manufacturer, Garrixon. More than a factory, Garrixon's goal is to bring partners together to build a more inclusive footwear community. The sneaker takes the classic Nike Air Max 90 running shoe and updates it with graphics, colors and accents inspired by the Wawa brand – all packaged in a custom hoagie inspired shoebox with a limited-edition gift card to buy plenty of your Wawa favorites.



“At Wawa we pride ourselves on fueling the day of so many customers throughout the markets we serve and this fun giveaway provides one additional way to bring happiness to customers who want to make a #WawaRun in style,” said Todd Miller, Sr. Director of Brand Strategy and Experience. “We know how excited customers get about the chance to win Wawa gear and we hope this is a fun summer contest that our communities love!”

How to Enter Instructions

For a chance to win one of ten (10) pairs of these exclusive sneakers, visit the Wawa Instagram page from Tuesday, August 24 through Monday, August 30 and follow @Wawa, look for the designated post, comment #sweepstakes and share the post to your Instagram Story. Prize is custom-built to your size (one-of-a-kind!) pair of sneakers.

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 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 and Washington, D.C. 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. Forbes.com Ranks Wawa as #23 of America’s Largest Private Companies in 2020. For more information, visit us on www.wawa.com or follow us on Facebook, Twitter or Instagram at @wawa.

About Garrixon

Garrixon is an end-to-end footwear designer and manufacturer with a mission to shorten the timeline from concept to product by leveraging in-house technology and the latest manufacturing techniques.