



MEDIA ALERT

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Wawa Continues North Carolina Expansion with Grand Opening of First Store in Cumberland County

Festivities include free t-shirts for the first 250 customers, free any size hot coffee, 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 Fayetteville, marking Wawa's first store in Cumberland County. On Friday, August 8, the festivities will start at **7:45 a.m.** with Wawa General Manager Eric Pressley-Butler 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 250 customers, as supplies last, and free any size hot coffee through August 10th!

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 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
- Blake Loper, Wawa Area Manager
- Eric Pressley-Butler, Wawa General Manager
- State & Local Officials
- Wally Goose Mascot

When: Friday, August 8th

- 7:45 am – Countdown to doors opening
- 8:00 am – Doors open with t-shirts for the first 250 customers, as supplies last
- 8:30 am – Ribbon cutting ceremony and Hoagies for Heroes competition

Where: 3613 Raeford Rd, Fayetteville, NC, 28304

Why: With the opening of its first store in Fayetteville, Wawa will have thirteen stores in North Carolina and projects to open up to four 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 250 customers, as supplies last
- A Wawa Through the Ages history 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