



MEDIA ALERT

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Wawa to Celebrate Opening of its First Central PA Store in Middletown on September 19

Grand Opening Event Features Giveaways, Community Partnerships & Ribbon Cutting

What: Wawa is thrilled to celebrate its official expansion into Central Pennsylvania with the grand opening of its store in Middletown, PA! The ceremony will feature giveaways, including free t-shirts for the first 100 customers, **free any size hot coffee from September 19 through September 29, 2024**, a ribbon-cutting ceremony with local officials, excited customers, the announcement of grants from The Wawa Foundation and a "Hoagies for Heroes" hoagie-building competition between first responders benefitting local charities. On **Sept. 19**, doors will open at 8 a.m., followed by a ribbon cutting ceremony at 9 a.m.

1601 West Harrisburg Pike, Middletown, PA, 17057

Doors Open: 8 a.m.

Ribbon Cutting Ceremony: 9 a.m.

8 a.m. Doors open; first 100 customers receive free t-shirt

9 a.m. Ribbon-cutting ceremony begins, including a parade of Wawa history, remarks by Wawa leadership on future expansion plans, and remarks by local officials, celebration of partnerships and announcements of support to Special Olympics Pennsylvania and Veteran's Multi-Service Centers. The event will conclude with a check presentation to the local food bank and a charitable "Hoagies for Heroes" hoagie building contest between the Middletown Fire and Police Departments and students from Penn State Harrisburg with a trophy and checks presented to each team.

Who:

- Brian Schaller, President, Wawa
- Katie Stevens, Wawa Director of Store Operations
- Jovine Edwards, Wawa Area Manager
- Carmine Veneziale, Wawa General Manager
- Local Fire and Police Departments
- Special Olympics Pennsylvania representatives
- Veteran's Multi-Service Center representatives
- Penn State Harrisburg representatives, students and mascot Nittany Lion
- Excited customers
- Wally Goose Mascot

When: Thursday, September 19th

Where: 1601 West Harrisburg Pike, Middletown, PA 17057

Why: Wawa is spreading its wings West and opening its first store in Central PA in Middletown! By the end of 2024, Wawa will open new stores in Middletown, York, Dover, Hanover and Enola! Over the next 5 years, Wawa plans to have up to 40 stores in the market, opening approximately **5-7 a year to serve Central Pennsylvania** as it continues to expand its footprint and reach new Pennsylvania communities along the Susquehanna River.

Visuals:

- Official countdown, doors opening, excited customers lined up to be first to enter the new stores
- An official Wawa Through the Ages history parade
- Local heroes and PSHBG students and mascot Nittany Lion building hoagies during the Hoagies for Heroes contest with \$1,000 donated to each team's charity of choice
- Fun, Music and Wally Goose mascot dancing with the crowd, ribbon cutting and confetti