



**FOR IMMEDIATE RELEASE**

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*Wawa Celebrates 20-Year “Wawaversary” in Virginia with Grand Opening of Richmond Store, Markin Wawa’s 20<sup>th</sup> Anniversary in the Commonwealth, New Store is one of Three Stores Opening in Richmond Market by End of 2018; Celebration Includes Special Giveaways, Partnerships, and More!*

**Richmond, VA (October 18, 2018)** – As part of its 20-year “Wawaversary” in Virginia and commitment to the Commonwealth, Wawa, Inc. today announced the grand opening of its newest store in Richmond, Virginia, located at **3100 N Boulevard, Richmond, VA, 23230** right across from Diamond Stadium.

This is the first of three stores Wawa will open in the Central Virginia Market throughout 2018 as part of its ongoing commitment to Commonwealth. The other two stores, located at 610 England Street in Ashland and 16000 Otterdale Station Way in Chesterfield, will open later this fall.

“At Wawa, we have been honored to serve people across the Commonwealth of Virginia for the past 20 years and can’t wait to reach even more customers in communities across the Central Virginia area with the opening of three new stores,” said Chris Gheysens, Wawa’s President and CEO. “This is an exciting time for us in Virginia as we open new stores and launch the Virginia Hero award, which will support local nonprofits through our Wawa Foundation. We look forward to fulfilling more lives than ever before with new locations, our fresh food and beverages and with even more meaningful connection points.”

The grand opening event will include exciting fanfare, a ribbon-cutting ceremony, special 20<sup>th</sup> Wawaversary t-shirt and coupon giveaways for the first 300 through the door (**doors open at 8:00 am**), free food and drink samples, and **free coffee through October 28, 2018**.

The grand opening celebration will be held on **Thursday, October 18, 2018 at 10 am**. To highlight its commitment to local charities, The Wawa Foundation will announce support for its **Lending a Helping Hoagie** program to benefit **Feed More Food Bank**, with a portion of the proceeds from the first week’s hoagie sales up to \$5,000 from each of the three new stores opening this year, for a total of \$15,000. The event will also include “**Hoagies for Heroes**,” a charitable hoagie-building competition between members of **Richmond Police and Sherriff’s Departments**. The Wawa Foundation will also present grants to local community organizations including the Richmond Children’s Hospital.

Throughout 2018 Wawa is celebrating the 20-year anniversary of opening its first store in Virginia with exciting events, new store grand openings, and the first-ever **Wawa Foundation Virginia “Hero Awards**.” The awards will honor Virginia non-profits that assist others and help to advance their communities. Three awards will be presented, one in each of the markets Wawa serves, Northern Virginia, Central Virginia, and the Peninsula & Hampton Roads. Non-profits should visit [www.thewawafoundation.org](http://www.thewawafoundation.org) to apply.

#### **About the Richmond Grand Opening Festivities**

On **Thursday, October 18**, the new store will **open to the public at 8 a.m.** with the grand opening ceremony beginning promptly at **10 a.m.** The festivities will include: **The Honorable Jeff Bourne, Virginia House of Delegates; The Honorable Buddy Fowler, Virginia House of Delagates, Virginia State Senator Ryan McDougle; Dr. Antionette V. Irving, Sheriff of the City of Richmond; members of the Richmond Police and Sherriff’s Departments, Wawa Chief Operations Officer Cathy Pulos and Sr. Director of Store Operations Adam**



Schall; Wawa associates and customers; and Wawa's mascot, Wally Goose. All will join together for a ceremonial ribbon cutting celebrating the many Wawa's 20 years in Virginia.

**Children's Hospital of Richmond Grant.** As part of the grand opening ceremony and furthering its commitment to supporting research and care for families, The Wawa Foundation will present a check and announce a grant for \$100,000 to help Children's Hospital of Richmond at VCU (CHoR) establish a Center of Excellence for Pediatric Traumatic Brain Injury, enhancing the services available to children with conditions ranging from mild concussions to severe brain injuries.

### **Hoagies for Heroes Competition**

The grand opening event will conclude with a **Hoagies for Heroes hoagie building competition**, as the **Richmond Police, Fire and Sherriff's Departments** face off in a battle of bravery, skill, and sandwich-making expertise. Each team will be challenged to see who can build the most hoagies in three minutes in the traditional Wawa way. Wawa will conclude the Hoagies for Heroes competitions by presenting checks on behalf of the winning and runner up teams for \$1,000 to the charities of their choice.

### **About Wawa's New Richmond, VA Store**

**Kurt Mathieson** will serve as general manager of the store, leading a team of nearly 50 associates, new positions brought to the area through the development of the store. Associates in these full and part-time positions will not only receive competitive salaries and health benefits, but once eligible, will participate in Wawa's employee stock ownership plan (ESOP). Wawa Associates own more than 41% of Wawa through the ESOP. The new Wawa store will offer customers numerous Wawa brands, such as the award-winning Wawa coffee (195 million cups sold annually); the Sizzli, Wawa's hot breakfast sandwich; Wawa's new line of specialty beverages (hot, cold, iced and frozen); Wawa Bakery; Wawa's built-to-order hoagies (80 million sold annually); and Wawa's beverage line of juices and teas.

### **About Wawa in Virginia**

*In 1998, Wawa opened its first Virginia store, with a goal to provide a whole new world of quality and convenience for Virginians. Now, 20 years later, Wawa has 85 stores in the market and employs 2,900 associates across the Commonwealth. With the opening of three stores in the Central Virginia market before the end of 2018, Wawa plans to continue to invest in Virginia communities for years to come.*

### **About Wawa**

*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 1960's, Grahame Wood, George's grandson, opened the first Wawa Food Market in 1964 as an outlet for its dairy products. Today, Wawa is your all day, every day stop for freshly prepared foods, beverages, coffee, fuel services, and surcharge-free ATMs. A chain of more than 800 convenience retail stores (almost 600 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia, Florida and DC. Wawa stores offer a large fresh food service 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. In 2015, Wawa was named "America's Most Beloved Convenience Store" by a Market Force study of 7,000 consumers, and in 2018 Wawa ranked #1 in the sandwich category of a Market Force study, making history as the first convenience to earn that honor. In 2017 Wawa was the recipient of a Silver Plate Award in the category of Retail & Specialty Foodservice by the International Foodservice Manufacturers' Association during their 63rd Annual Award Event. Wawa was also designated as a 2017 Best Place to Work for*



*LGBT Equality by the Human Rights Campaign Foundation. In 2016 and 2017 Wawa was recognized in Forbes as one of America's Best Large Employers, a survey-based ranking of employers offering the best associate experiences and strongest opportunities. A chain of more than 800 fuel and convenience retail stores (600+ offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia, D.C. and Florida. The stores offer a large fresh food service selection, including Wawa brands such as award winning built-to-order sandwiches and hoagies, freshly-brewed coffee, hot breakfast sandwiches, built-to-order Specialty Beverages, and an assortment of soups, sides and snacks.*

