



MEDIA ALERT

CONTACT: public.relations@wawa.com

Wawa Opens New Store in Byram, NJ with Special Guest Luis Robles, New York Red Bulls Alum
Grand Opening features Free 60th Anniversary T-shirts for the First 100 Customers, Free Any Size Hot Coffee, and Impactful Ribbon Cutting Ceremony sure to Give *Goosebumps*!

What: In April 2024, Wawa reached its 60th anniversary of opening its first store in Folsom, PA in 1964 and at each of its new store openings this year, the convenience retailer will reinforce its commitment to Fulfilling Lives of its associates, customers, and community. Festivities start at **7:45 a.m.** with Wawa General Manager John Rakowski and local notable **Luis Robles, New York Red Bulls Alum**, doing the honors of counting down the moment when the doors open for the very first time at **8:00 a.m.**, with free "In My Wawa Era 60th Anniversary," t-shirts for the first 100 customers, as supplies last, and free any size hot coffee all day long! Immediately following at **8:30 a.m.**, customers are invited to participate in a brief ceremony with remarks about the impact Wawa has on its community, signature Hoagies for Heroes hoagie building competition between police and fire departments, and an official ribbon cutting with mascot Wally Goose!

Who:

- Jason Read, Wawa Director of Store Operations
- William Ott, Wawa Area Manager
- John Rakowski, Wawa General Manager
- **Luis Robles, New York Red Bulls Alum**
- **Redd, New York Red Bulls Mascot**
- Byram Township Police Department
- Byram Township Fire Department
- Wally Goose Mascot

When: Thursday, November 7th, 7:45 a.m.

7:45 a.m. – Countdown to doors opening begins

8:00 a.m. – Doors officially open for the first time! T-shirt giveaway for the first 100 customers, as supplies last, and free any size hot coffee for all customers begins

8:30 a.m. – Ceremonial toast, Hoagies for Heroes hoagie building competition, and ribbon cutting

Where: 75 Rt. 206, Byram, NJ 07874

Why: Wawa is proud to open its doors to provide trusted quality products, convenience, new jobs, support, and to Fulfill Lives in the community. The event will celebrate new associates and customers and simple gestures, like holding the door for one another, that together make a big difference in making Wawa's family-like store atmosphere possible. The grand opening celebration will gather the community to welcome everyone on day one and celebrate the impact the new store will have on its neighbors and community.

Visuals:

- Official countdown, t-shirt distribution, and door opening ceremony
- Grand entrance and introduction of Store Team and Store Operations Remarks
- Hoagies for Heroes hoagie building competition to police and fire departments
- Community ribbon cutting with oversized scissors, red ribbon, and confetti