



MEDIA ALERT

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Wawa Opens Third Store in Central PA in Enola

Grand Opening Event Will Feature Giveaways, Community Partnerships & Ribbon Cutting

What: Wawa is thrilled to continue its expansion in Central PA with its newest store in Enola! The grand opening will take place on Thursday, December 12, and include free t-shirts for the first 100 customers; **free any size hot coffee from Thursday, December 12, through December 22**; 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.

Who:

- Katie Stevens, Wawa Director of Store Operations
- State & Local Officials
- East Pennsboro Police Department
- Northeast Fire and Rescue
- Special Olympics Pennsylvania athletes and staff members
- Wally Goose Mascot

When: Thursday, December 12
7:45 am – Countdown to doors opening
8:00 am – Doors open with t-shirts for the first 100 customers, as supplies last
8:30 am – Ribbon cutting ceremony

Where: 100 Metropolitan Way, Enola, PA 17025

Why: Wawa is continuing to spread its wings West and opening its third store in Central PA in Enola! By the end of 2024, Wawa will open new stores in Middletown, Dover, Enola, and York! 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, and excited customers lined up to be first to enter the new store
- T-shirt distribution to the first 100 customers, as supplies last
- A Wawa Through the Ages history parade
- Local heroes building hoagies during the Hoagies for Heroes contests
- Fun, music, Wawa's mascot Wally Goose dancing with the crowd, ribbon cutting and confetti