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Wawa Invites the Community to Submit “Day Brightener” Stories that Capture the Special Connections Between Associates and Customers for a Chance to be Celebrated on the 59th Wawa Day Celebration

For Every Story Shared, Wawa Will Donate \$50 up to \$50,000 to Children’s Miracle Network; Wawa to Select 10 Stories to be Featured During Wawa Day Festivities and in a Special Video Release to Inspire Positivity and Kindness on Wawa Day

Wawa, PA (March 1, 2023) – Wawa, Inc., today announced a call for “Day Brighteners” stories in honor of its 59th Wawa Day Celebration on April 13, 2023! Each year, Wawa hosts a celebration in April to thank customers for their support while marking its entrance into the convenience store business back in April of 1964. This year, as Wawa celebrates its 59th anniversary, Wawa is asking for customers’ help in sharing stories to celebrate the store teams and associates who brighten days and create magical moments that shape our communities and fulfill lives every day!

About the Day Brightener Story Submission

Beginning **Wednesday, March 1 and running through Friday, March 10**, customers are encouraged to visit www.wawa.com/daybrighteners to share an uplifting moment or heartfelt story involving a Wawa experience, team or associate. These submissions will help Wawa honor the people and celebrate the experiences that make it so special! **Wawa will choose 10 submissions to be featured and honored in a variety of exciting ways!**

What are Day Brightener Stories?

Think a local store throwing a birthday party for a beloved customer. Or an associate hand-delivering a customer their favorite soup while they’re ill. Or an associate finding baby formula in the middle of a formula shortage and driving an hour to drop it off at a customer’s house. (Yes, these all really happened.)

To honor and celebrate the people making these experiences come to life, Wawa is inviting community members to share stories of how an associate or store team has made a meaningful impact in their lives or shaped moments that make our community special. Leading up to Wawa Day, the story submissions will allow Wawa to formally document and share them in a very special Wawa Day Celebration on April 13th.

How the Stories will be Celebrated:

- **All stories will be Celebrated with Contributions to the Children’s Miracle Network:** For every story received, Wawa will make a \$50 contribution, up to \$50,000, to benefit its national partner, Children’s Miracle Network.
- **Special Video Shared on Wawa Social Channels and in Stores:** The top ten selected stories will be transformed into an inspiring video campaign and shared with the entire Wawa community on Wawa Day through social media and on screens in stores to inspire positivity and kindness on Wawa Day.
- **Wawa Day Celebrations:** The ten stores that are the subject of the winning Day Brightener stories will host special events in store with Day Brightener Gift baskets for the story participants and check presentations to local chapters of Children’s Miracle Network hospitals.

“Every year, Wawa Day gives us a chance to honor our heritage and the journey that has taken us from a single convenience store in 1964 to close to 1,000 stores with countless customers connections 59 years later,” said Chris Gheysens, Wawa’s CEO. “This year, we are excited to honor the special role our associates play in our customers’ lives by capturing these incredible stories and making them a focal point of our Wawa Day festivities. We can’t wait to learn about new and touching examples of the way our associates brighten our customers’ lives and continue to help us grow and fulfill more lives in every community we serve. We have 45,000 values-driven associates who share the same simple goal – to fulfill lives, every day. And this Wawa Day, we plan to celebrate and recognize the impact simple acts of caring and kindness can have on the communities around us.”



About Wawa Day

On April 16th, 1964, Wawa forever changed history by entering the convenience business with its first store in Folsom, Pennsylvania. On that same day, in 2014, Wawa launched The Wawa Foundation, Wawa's 501(c)(3) through which its charitable giving is focused. Since then, every year Wawa holds special celebrations on the week of April 16th to commemorate these milestones, known as Wawa Day. This year, Wawa will hold its 59th Wawa Day Celebration on April 13th chainwide.

About Wawa, Inc.

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 1960s, Grahame Wood, George's grandson, opened the first Wawa Food Market in 1964 as an outlet for dairy products. Today, Wawa is your all day, every day stop for freshly prepared foods, beverages, coffee, fuel services and surcharge-free ATMs. Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia, Florida and Washington, D.C. The stores offer a large fresh foodservice 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. Forbes.com Ranks Wawa as #24 of America's Largest Private Companies in 2021 and #12 on Forbes 100 Halo List in 2022. For more information, visit us on www.wawa.com or follow us on [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#), and Snapchat at @wawa.