



MEDIA ALERT

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Wawa Holds Sneak Preview of First Store to Open in Tampa Bay Region with VIP Store Tour and Luncheon
State & Local Officials Join Wawa for Special Store Preview and Announces Wawa's Commitment to Lending a Helping Hoagie and Other Community Partnerships

What: Wawa is celebrating the grand opening of its first store in the Tampa Bay area! To honor Wawa's expansion throughout Central Florida, Wawa is holding a VIP Store Tour and Luncheon preview the day before the store opens to the public. At the event, Mayor of Pinellas Park, Sandra Bradbury along with Wawa officials will announce expansion plans and Wawa's expected economic impact in the Tampa Area, as well as declare Wawa's partnership with Feeding America Tampa Bay to help fight hunger. Wawa will also announce its partnerships with *All Children's Hospital* to sponsor Nurse Appreciation Week activities. Attendees will be able to:

- Take a private tour of the store and its facilities
- Watch Wawa Associates build the ceremonial first hoagie and present it to a representative from Feeding America Tampa Bay, illustrating Wawa's commitment to lend a helping hoagie
- Sample Wawa's signature products, handed out by Wawa Chefs
- Listen to Wawa V.P. of Store Operations Sal Mattera, speak about expansion plans and Wawa's culture
- Speak one-on-one with Wawa officials including Wawa's President and CEO Chris Gheysens

Who:

- Chris Gheysens, Wawa President and CEO	- Wally Goose & Shorti Wawa's Mascots
- Local Wawa Fans and Community Members	- Wawa Executives and Real Estate Team
- Thomas Mantz, Executive Director FATB	- Stephanie Hall, Director, Children's Miracle Network
- Local Officials	- Sandra Bradbury, City of Pinellas Park Mayor
- Brandy Halladay, Halladay Family Foundation, Wife of Philadelphia Phillie's Pitcher Roy Halladay	

When: Thursday, February 7, 2013 from Noon to 1:30 p.m.

Where: Wawa | 3101 Gandy Boulevard, Pinellas Park | Intersection of Grand and Gandy

Why: On February 8, Wawa will launch in the Tampa Bay area, with a goal to provide a whole new world of quality, freshly prepared food and beverage items, service and convenience for all Tampa residents. Wawa's VIP and media sneak preview provides a behind the scenes look at the store before it opens to the public. Attendees can listen to Wawa's leadership share business plans for the Tampa and Central Florida region and share their plans for long-term investment in the community. Since its first convenience store opened in 1964, Wawa has prided itself on being a good neighbor and corporate citizen, and Wawa is excited to extend this commitment to Tampa through its partnership with *Feeding America Tampa Bay* and *All Children's Hospital*. This is the first of five stores to open in Tampa in five weeks time, and Wawa has committed to donating a portion of hoagie sales for these first five stores (up to \$5,000 per store) to Feeding America Tampa Bay, with a goal to raise and donate \$25,000 in five weeks time, and help fight hunger in the Tampa community and to support child hunger programs. Through Kids Café program, Feeding America Tampa Bay is able to distribute over 3,000 meals weekly to low income students in Pinellas County. Brandy Halladay, representing the Halladay Family Foundation, said, "We are happy to help welcome Wawa to Tampa Bay, a community our family calls home. It is gratifying that Wawa is making a commitment to childhood hunger relief as they unveil their stores in the area."

Visuals:

- Wawa Associates presenting the first ceremonial hoagie to Brandy Halladay and Feeding America Tampa Bay
- Wawa presenting checks to Feeding America Tampa Bay and All Children's Hospital
Wawa chefs sampling products
- Tour of Wawa's facilities featuring Wawa's new kitchen area (bake-off) where fresh hoagie rolls will be baked daily, and full-service specialty beverage area where, via touch screens, customers can order more than 30 varieties of hand-made of hot, iced and frozen specialty beverages, espressos, Chai teas and lattes.