



**FOR IMMEDIATE RELEASE**

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**Happy Wawa Day! Celebrating 51 Years with 1.5 Million Cups of Free Coffee, \$1 Million Distributed in Wawa Foundation Grants, and Millions of Hugs, Laughs, and Smiles Shown through In-Store, Digital Tributes**  
*"Wawa Day" Proclamation Honors Milestone Date of Wawa's Past and Present*

**Wawa, PA (April 16, 2015)** – Wawa Inc. today proudly announced that this year and all years to come, **April 16<sup>th</sup>** will be known as **Wawa Day**, honoring the most important date in the company's history with a variety of exciting customer-focused celebrations and donations from the Wawa Foundation. On **April 16, 1964**, Wawa entered the retail business, and last year, on April 16, 2014, Wawa celebrated its **50<sup>th</sup> anniversary in the retail space** and marked this milestone with the launch of **The Wawa Foundation**, Wawa's 501c (3) non-profit organization founded to encompass all of Wawa's charitable giving. Wawa and The Wawa foundation is committed to donating \$50 million to causes supporting health, hunger and every day heroes by 2018.

*"Wawa Day* gives us an opportunity to thank and connect with our customers while celebrating the day that forever chartered our company's course, while creating new traditions that will mark the next 50 years of our company's history," said Chris Gheysens, Wawa's President and CEO. "The Wawa Foundation has become one of the most important vehicles to enable us to live our values and fulfill lives every day by building stronger communities, and we are excited to use the significance of our founding day to spotlight the work of the foundation, while thanking our customers and associates for the millions of moments that have made the Wawa experience so unique and special."

To mark the magnitude of the occasion during *Wawa Day* on April 16, 2015, Wawa has planned a number of initiatives focused on its loyal customers and the communities in which Wawa operates. The day begins at 8:00 a.m. in Philadelphia with **Mayor Michael Nutter** once again, proclaiming April 16 Wawa Day, and helping to pour the ceremonial first cups of coffee.

- During *Wawa Day*, Wawa will give away more than **1.5 million free cups of any size coffee** for all customers chain-wide.
- Wawa will announce more than **\$1 million in funding** from the Wawa Foundation's grant distribution from the first quarter, 2015
- To celebrate **the millions of magical moments** that happen at Wawa each day, in-store digital tributes will feature photo montages to celebrate Wawa associates and customers and their special, unique relationship
- In addition, Wawa will be hosting **six celebrations throughout its six-state operating area during Wawa Day**, where the Wawa Foundation will highlight the incredible athletes of its first quarter, 2015 national charity partner, Special Olympics, as well as highlighting some of the local donations made to address the needs of that specific community.

"We're giving away 1.5 million cups of coffee and \$1 million in Wawa Foundation grants, but the numbers we are most proud of are the numbers of lives we have impacted and communities we have helped," said Gheysens. Happy Wawa Day, everyone, and thank you for the millions of unforgettable moments!



### **About Wawa's Commitment to Fulfilling Lives**

*At Wawa we believe we all have a role in making the world a better place by not only by filling customer orders – but by fulfilling the lives that we touch everyday. Because happy, fulfilled and connected people, make happier and stronger communities. Beginning with our first store, Wawa has worked its way into the hearts, minds and fabric of people's lives. Wawa does it around the clock. In 3 and ½ minute doses, every day 24/7, 365 days a year. Wawa is so committed to this concept, it has made fulfilling customers' lives its ultimate purpose and goal – every day.*

### **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 1960's, 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 fresh, built-to-order foods, beverages, coffee, fuel services, and surcharge-free ATM's. A chain of over 680 convenience retail stores (420 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia and Florida. The stores offer a large fresh food service selection, including Wawa brands such as built-to-order hoagies, freshly-brewed coffee, hot breakfast sandwiches, built-to-order Specialty Beverages, and an assortment of soups, sides and snacks.*

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