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**Wawa Celebrates Grand Opening of First Union County Store Located in Elizabeth New Jersey!**

*Elizabeth NJ Mayor Chris Bollwage Joins Wawa in Celebrating Continued Expansion Into North Jersey with Charitable Hoagie Building Competition and Partnerships with Local Community Organizations*

**Elizabeth, NJ, (April 30, 2013)** – Wawa Inc. today announced a milestone in its company's history—the **grand opening of their newest northern New Jersey store, signifying Wawa's first store in Union County, New Jersey!** Located at 595 Spring Street in **Elizabeth New Jersey**, this location is the **second of three Wawa stores** to open in 2013 in the North Jersey region. During this landmark grand opening event, Wawa will be joined by local officials, heroes, community members of Josephine's Place and Groundwork Elizabeth for a ribbon cutting ceremony, parade of Wawa's history and values, sampling of Wawa products, and a charitable hoagie building competition featuring Elizabeth Firefighters versus Elizabeth Police Officers.

The grand opening will be held on **Tuesday, April 30, 2013 at 10:00 a.m.**, and will also officially kick off Wawa's partnership with two local organizations:

- **Josephine's Place:** Wawa will make a contribution for \$1,000 and support upcoming programs at Josephine's Place, a space designed to help provide women with a safe place to meet, learn new skills, talk about what concerns them and discuss their problems.
- **Groundwork Elizabeth:** Wawa will also make a \$1,000 contribution and support upcoming programs for Groundwork Elizabeth, which brings about the sustained regeneration, improvement and management of the physical environment by developing community-based partnerships which empower people, businesses, educational institutions and other organizations to promote environmental, economic and social well-being.

The grand opening event will continue Wawa's partnership with **the Community FoodBank of NJ through Wawa's Lending a Helping Hoagie Campaign**. As Wawa opens each new store in Northern New Jersey, they have committed to donating a portion of hoagie sales for the first Northern New Jersey stores (up to \$5,000 per store) to **Community FoodBank of NJ**.

"New Jersey is our home market and we are thrilled to continue our expansion throughout the state and bring the Union County community our unique brand of appetizing convenience," said Chris Gheysens, Wawa President & CEO. "We opened up our first Hudson County store in Kearny this past January, and since then, have been



welcomed with open arms by the Northern Jersey community. We are thrilled to continue our ongoing mission to simplify customers' lives in Elizabeth, as well as continue our commitment to be a good neighbor through our local community partnerships."

### **Grand Opening Event Details**

Elizabeth NJ Mayor Chris Bollwage will join Wawa and local officials, **Wawa's Mascots Wally Goose & Shorti**, Wawa associates and community members for the milestone occasion. **The event will proceed as follows:**

- **Wawa's Director of Store Operations, Jim Shortall**, will then take center stage, **discussing Wawa's culture and values.**
- Shortall will introduce the **Wawa Through the Ages parade**, which visually highlights Wawa's key milestones. The parade features associates wearing **oversized foam-board photos of everything from Wawa's famous milk man**, to everyone's favorite hoagies, to the evolution of coffee cups.
- **Wawa's President & CEO, Chris Gheysens**, will then speak about this **milestone occasion**, and the expected local and community impact Wawa hopes to have throughout North Jersey.
- **Elizabeth Mayor Chris Bollwage** will speak about the significance of Wawa to the local community.

"This past year we have flown south to Florida and north through Jersey and it's amazing to see that our culture and our values fly everywhere we do," said Jim Shortall, Wawa's Director of Store Operations. "Soon we will be opening new stores in Lodi and Hackensack and we are continuing to focus on areas and north of the Raritan River." As we open more locations over the next few months and coming years, it's our hope that every New Jersey resident comes to call us their home away from home."

### **Hoagies for Heroes Competition**

The event will conclude with a **charitable Bravest vs. the Finest hoagie building competition**, as the **Elizabeth Fire Department** and **Elizabeth Police Department** face off in a battle of bravery, skill and sandwich-making expertise. Each team will be challenged to see who can build the most hoagies in three minutes in the traditional Wawa way. Wawa will conclude the Hoagies for Heroes competitions by presenting checks for **\$1,500** to the charities of each of the heroes' choices.

### **North Jersey Expansion Plans**

In the winter of 2013, Wawa opened its first Hudson County store in Kearny. Wawa's Elizabeth grand opening is the second in the North Jersey market to occur over a six month period, with an additional store opening in Woodbridge by year end. Following the Woodbridge grand opening, Wawa will be opening in Lodi and Hackensack New Jersey.



Wawa will continue to open in additional North Jersey counties in 2014 and 2015. Throughout the North Jersey market, Wawa plans to open more than 10 stores by the end of 2015, focusing on new market areas north of the Raritan River.

The new stores will each employ nearly 60 associates, all of which are new positions brought to the area through the development of the stores. Associates in these full and part-time positions will not only receive competitive salaries and health benefits but will have the opportunity to be enrolled in Wawa's employee stock ownership plan.

#### **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, everyday stop for fresh, built-to-order foods, beverages, coffee, fuel services, and surcharge-free ATM's. A chain of more than 600 convenience retail stores (300 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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