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**Wawa Fuels up Susan G. Komen Central Florida Race for the Cure® Participants, Providing All Food and Beverages for Event**

*Wawa's Participation Builds on Over 20 Years of Support for the Cause*

Orange County/Orlando, FL, (July 18, 2013) – Wawa Inc. today announced the company would serve as a Gold Sponsor for the upcoming Susan G. Komen Central Florida Race for the Cure® in Orlando, serving food and beverages to participants at the event. The 17<sup>th</sup> Annual Race for the Cure is part of the largest series of 5K runs/fitness walks in the world, raising significant funds and awareness for the fight against breast cancer, celebrating breast cancer Survivorship and honoring those who have lost their battle with the disease. The Central Florida Race for the Cure event will take place on **Sunday October 6, beginning at 8AM**, at the Bright House Networks Stadium at the **University of Central Florida**. During the event, Wawa will provide all food and beverage for the Survivor's In the Pink tent, a place to honor Survivors, and celebrate their passion and fight. Wawa Chefs will be on hand to make fresh, frozen strawberry smoothies and strawberry lemonade, and will also serve fruits, muffins and other breakfast items to the Survivors and their families.

"Since 1993, Wawa has been a sponsor of the Susan G. Komen Race for the Cure® series in all the communities we serve, and our commitment has grown significantly with each passing year," said Chris Gheysens, Wawa's President and CEO. "Over the years we've donated thousands of volunteer hours, served hundreds of thousands of donuts, muffins, pretzels and other baked goods and brewed tens of thousands of cups of coffee for the volunteers in the early morning hours prior to the race. We are thrilled to extend this commitment to the Central Florida community on the heels of our one-year anniversary in the sunshine state."

During the Race, Wawa will have more than 50 Associate volunteers who will proudly serve those who are running and walking to raise awareness and funds for cause. In addition, Wawa will provide **water** and more than **10,000 beverages** for the run and walking participants along with healthy snacks of soft pretzels and fruit for those crossing the finish line.

**Pre-Event Excitement**

To gear up for its race for the cure involvement, Wawa will theme it's October 3<sup>rd</sup> grand opening celebration of its newest store located at 3025 Curry Ford Road, **pink**. All table cloths and ribbons at the grand opening will be a pink color and the firefighters and police officers participating in the charitable *hoagies for heroes* hoagie building competition will wear pink hats. The charitable hoagie building competition will also features a breast cancer survivor's family raising funds for the walk.



"Wawa was built on a commitment to our community and this is as true today as it was when we opened our first store in 1964," said Gheysens. "We are excited to build on our commitment to be a good neighbor by infusing this commitment into our grand openings and all of the sponsorship opportunities that lie ahead."

### **Lending a Helping Hand in Florida**

Over the past year, Wawa has worked to give back to the Central Florida community, and has donated more than \$225,000 in support to community partners, including Second Harvest Food Bank; The Winnie Palmer NICU; Juvenile Diabetes Research Foundation; Big Brothers, Big Sisters; the USO; Feeding America Tampa Bay; and dozens of hyper-local community causes. Wawa also worked with students at the University of Central Florida to collect items for the Hurricane Sandy Relief Efforts. In addition, the Florida team has hosted quarterly blood drives that have resulted in more than 1,370 pints of blood being donated to the Florida blood bank. Currently, Wawa's race for the cure sponsorship represents Wawa's new relationships with the regional Susan G. Komen organization which Wawa supports at both a local and national level.

### **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 630 convenience retail stores (360 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland and Virginia and Central 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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