



For Immediate Release:

Contact: Public Relations
Wawa, Inc.
Public.relations@wawa.com

Wawa and The Philadelphia Eagles Team Up to Provide Sports Fans Double the Hometown Fun

Wawa to be Official Hoagie of the Philadelphia Eagles

Philadelphia, Pa. (August 14, 2015) — The Philadelphia Eagles and Wawa, Inc. today announced a multi-year agreement, naming Wawa a “proud partner” and the “Official Hoagie of the Philadelphia Eagles.” As part of the partnership, Wawa and the Eagles will team up on a number of promotions throughout the year to bring unique experiences to fans.

“At Wawa we feel a special connection with the Philadelphia Eagles as we not only share many of the same fans, but share similar cultures based on teamwork and delighting our customers,” said Chris Gheysens, President & CEO of Wawa, Inc. “We are thrilled to be a ‘proud partner’ of the Philadelphia Eagles, and are excited to team up and fly higher together through the addition of new exciting offers to Eagles fans. We can’t think of a better way to bring two similar hometown brands together, and look forward to providing world-class fan experiences.”

“We all know what Wawa means to Philadelphia. Whether at the Shore or in their home town, Eagles fans love Wawa, and we are so excited about our partnership,” said Eagles President Don Smolenski. “For Eagles fans, walking into a Wawa is like walking into their seating section at Lincoln Financial Field – it feels like home. As Chris noted, we share similar cultures based on teamwork and delighting our fans and we are proud to team up with them.”

Throughout the season, the Eagles and Wawa will work together to add value to the fans through a variety promotions, including opportunities to win tickets to games, autographed merchandise and unique experiences. Wawa will also have a presence at Lincoln Financial Field through signage and other activations.

“Wawa is committed to supporting the events and institutions that play a leading role or have a significant impact in the region,” said Gheysens. “With more than 450 stores in the Philadelphia market area served by more than 15,000 associates, Wawa is thrilled to partner with our home team and all of the fans who provide the support and spirit that make our hometown so special.”

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 695 convenience retail stores (over 435 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.