



MEDIA ALERT

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Wawa Way Authors, Howard Stoeckel and Bob Andelman Appear at National Constitution Center for Book Signing and Speaking Engagement on the Writing and Lessons of the Wawa Way
Wawa Hoagie Day Serves as Backdrop for Special Partnership between Wawa and the National Constitution Center, Featuring Sale of the Wawa Way Book and Opportunity to Meet and Hear Directly from the Authors

What: As part of its signature event on the Wawa Welcome America lineup – Hoagie Day - Wawa is inviting Philadelphians to attend a special book signing with authors of “The Wawa Way: How a Funny Name and Six Core Values Revolutionized Convenience.” The book, released on April 16, 2014, in tandem with Wawa’s 50th anniversary in retail, is authored by former Wawa President & CEO, Howard Stoeckel, and includes a mixture of personal history and business advice. Published by Running Press, and with the help of author Bob Andelman, *The Wawa Way* chronicles 50 years of Wawa’s growth, development, and expansion, giving an insider view of how a small, family company grew into the iconic brand it is today. During the book signing event guests will have a chance to:

- Purchase the Wawa Way at the National Constitution Center and have it signed by both Stoeckel and Andelman
- View presentations from the authors on the lessons and stories behind the book
- Learn about Wawa’s unique culture, which combines servant leadership, employee ownership, and a profound sense of community
- Hear about business principles that have remained steadfast for more than 50 years that all entrepreneurs can learn from
- Watch as Andelman interviews Stoeckel on the most important stories and lessons from *The Wawa Way*

Who: -Former Wawa President and CEO, Current Wawa Vice Chair, and Wawa Way Author, Howard Stoeckel
-Author, News Correspondent and Contributor to the Wawa Way, Bob Andelman

When: Wednesday, July 2, 2013 | Signings to occur immediately following each presentation | Presentations from Stoeckel and Andelman to happen at 10 a.m., 11a.m, and 1:30 p.m. in the Overlook Main Stage Area

Where: National Constitution Center | 525 Arch Street | Philadelphia, PA | 19106

Why: As title sponsor of Wawa Welcome America, Wawa has a unique partnership with the National Constitution Center where, as part of its Hoagie Day festivities, it features free admission to the museum all day, as well as a hoagie history exhibit for all visitors to enjoy. Now the National Constitution Center has opened its doors to the *Wawa Way*, allowing Wawa to bring the life the secret sauce and stories of the past 50 years through the sale of the book and access to the authors themselves. Howard Stoeckel is the vice chairman of Wawa who has spent 25 years with the company, including eight as its CEO. He is a widely respected expert on retail management and business leadership. Bob Andelman has authored or co-authored 16 books, including *Fans Not Customers*, *Built from Scratch*, and *The Profit Zone*.