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Wawa Celebrates Fifth Year as Title Sponsor of Wawa Welcome America! With 50 times the Fun
Wawa's 50th Anniversary in Retail Sets Stage for Most Patriotic Festival to Date

Wawa, PA. (June 27, 2014) – Wawa, Inc., today proudly announced plans for seven days of signature events and activities for its fifth year as title sponsor of the Philadelphia region's biggest Independence Day celebration. Additionally, Wawa announced that new this year, it is moving its interactive dairy exhibit, "Go Forth and Learn about Science," to the Academy of Natural Sciences at Drexel University and sponsoring free admission for guests all day. As another exciting highlight of this year's festival, Wawa's signature Hoagie Day celebration will offer 50 times the fun in honor of Wawa's 50th anniversary, and include 50 returning heroes, a five ton hoagie, and much more.

"This has been a jam-packed year for all of us at Wawa and on the heels of our 50th anniversary in retail, we're thrilled to be celebrating our fifth year as title sponsor of Wawa Welcome America! with the most patriotic and exciting festival to date," said Chris Gheysens, Wawa President and CEO. "This year's hoagie day will be particularly meaningful as we will be honoring returning military heroes and truly celebrating what July 4th is truly all about. Our Welcome America sponsorship is a perfect way to round out this milestone year, and we are honored to celebrate life, liberty, and the pursuit of hoagies and happiness!"

Beginning Saturday June 28 and running through Friday, July 4, Philadelphians will be treated to *Wawa Welcome America!* free family fun, including concerts, fireworks shows, Wawa Hoagie Day, Go Forth & Learn about Science, Taste of Liberty Block Party, Philly @ the Movies, and much more. Wawa representatives will be present at all *Welcome America!* events, encouraging the crowd to sample Wawa teas, smoothies, and special products being featured at different events.

Wawa will distribute more than 50,000 beverages throughout the festival including Wawa iced tea, Wawa lemonade tea, and Wawa raspberry lemonade, among other fan favorites; and more than **50,000 Wawa Welcome America! painter's caps** throughout the festival – in addition to giving other Wawa products, hoagies, and smoothie samples at various events.



During *Wawa Welcome America!* Philadelphians will have the chance to be a part of all the events they have come to know and love with special new highlights, making each event feel more patriotic than ever. Highlights include:

Go Forth and Learn About Science: June 30 from 9:30 a.m. to 4:00 p.m. FREE Admission Compliments of Wawa.

New this year, Wawa is moving its interactive dairy exhibit to the Academy of Natural Sciences at Drexel University and will also be sponsoring free admission all day for residents and visitors to enjoy. Visitors can not only participate in Wawa's hands-on dairy exhibit and cow-milking game, but can also wander among towering dinosaur skeletons, discover an indoor tropical butterfly garden, meet live animals, and be transported to the great outdoors through a hands-on discovery center for children. Also New: *Birds of Paradise*, an interactive exhibit featuring a competitive dance-off and family friendly, hands-on activities. Wawa's mascot, Wally Goose, is looking forward to the competitive dance-off in the Birds of Paradise Exhibit!

Wawa Hoagie Day: July 2 from noon to 2 p.m. FREE Admission to the National Constitution Center

Philadelphia Mayor Michael Nutter will join Wawa associates and hoagie-lovers across Philadelphia to celebrate Wawa's infamous Hoagie Day, held at Independence Visitor's lawn across from the Liberty Bell! During the morning of Hoagie Day, Wawa Associates will build more than 17,000 hoagies using 5 tons of ingredients to be served to the crowd later that day. This year's 5-ton hoagie will be assembled at the National Constitution Center and marched into the Hoagie Day celebration by Wawa Associates, National Guard members and historic Revolutionary War Re-enactors from the Constitution Center. The hoagie will be served FREE at Noon – and admission to the National Constitution Center will also be FREE all day courtesy of Wawa Hoagie Day. Wawa will honor 50 returning military heroes and dedicate the day to them – and make a check presentation to the USO. The event will also include our Hoagies for Heroes hoagie building contest between our local heroes – fire and police; and the Air Guard and the Army Guard. After a three-minute hoagie building contest – a donation will be made to their respective charities.

Independence Day Parade: Thursday, July 4 from 11 a.m.

Each year, the highlight of *Wawa Welcome America!* is the July 4th Independence Day Parade, *the Party on the Parkway*, and the largest free concert in America. More than 100 Wawa Associates will march in the July 4th parade and hand out more than 10,000 Wawa signature Iced Teas!



For more information on the festival visit www.WawaWelcomeAmerica.com.

About Wawa's Commitment to Fulfilling Lives

Wawa believes that it has a role in making the world a better place. For Wawa associates, that doesn't mean simply filling customer orders – it means fulfilling the lives that they touch every day. Beginning with its 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 ½ minute doses, everyday- 24/7, 365 days a year. Wawa is so committed to this concept, it has made fulfilling lives its ultimate purpose and goal – every day. In 2014, Wawa will extend its commitment to fulfilling lives every day through several groundbreaking initiatives and announcements including: the launch of The Wawa Foundation to formalize and increase its support of charities and community programs; the celebration of its 50th anniversary in the convenience industry; the release of its first book authored by former President & CEO Howard Stoeckel entitled, *The Wawa Way: How a funny name and six core values revolutionized convenience*; and through the opening of 45 new Wawa stores dedicated to enhancing Wawa's presence in our markets and bringing the Wawa experience to more people.

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 more than 635 convenience retail stores (over 365 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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