



**FOR IMMEDIATE RELEASE**

**CONTACT:** [public.relations@wawa.com](mailto:public.relations@wawa.com)

Judith L. Drucker  
New Jersey State Lottery  
609-826-7477  
[Judith.Drucker@lottery.state.nj.us](mailto:Judith.Drucker@lottery.state.nj.us)

**Wawa and New Jersey Lottery Officials Celebrate Grand Opening of Jackson New Jersey Store  
with Announcement of Statewide Partnership with New Jersey Lottery**  
*Wawa Continues to Fuel Innovation and Convenience for New Jersey Residents*

**Jackson, NJ, (November 22, 2013 – 2:00 pm)** – Wawa Inc., today made a milestone announcement: the convenience retailer will celebrate the grand opening of its newest New Jersey store in Jackson, and officially announce their statewide partnership with the New Jersey Lottery and the addition of offering lottery in all New Jersey Wawa stores.

**Located at 329 North County Line Road in Jackson New Jersey**, this Wawa will be the **30<sup>th</sup>** Wawa store in the state to have state-of-the art, self-service lottery vending machines installed – and signify Wawa's official commitment to roll-out these vending machines to all 210 additional Wawa stores in the state of New Jersey.

**About Wawa's Self-serve Lottery Vending Machines in the State of NJ**

Wawa is thrilled to announce the ability to offer statewide lottery ticket services to customers through self-service vending machines that feature all lottery games including: Powerball, Mega Millions Instant Tickets, and Holiday instant games. Wawa has self service lottery machines in all 212 Pennsylvania and all 67 Virginia stores. During the past year, contributions as a result of ticket sales in Wawa stores to older Pennsylvanians and Virginia schools have reached more than \$37.2 million in Pennsylvania. Wawa will install self-service lottery vending machines in a total of 40 Wawa stores in New Jersey by year end with a full roll-out statewide scheduled by Memorial Day 2014.

In New Jersey, Lottery proceeds benefit higher education scholarship programs, school renovations, school nutrition programs, veterans homes and other institutions. In fiscal year 2013 the Lottery's contribution *to the State* was more than \$1 billion. "We welcome Wawa to our family of business partners as they broaden lottery availability and playing excitement to the public," said Carole Hedinger, Executive Director of the New Jersey Lottery. "Wawa, like the lottery, is focused on providing an outstanding and consistent customer experience. Expanding our reach will assist the Lottery in providing more funding to the State's Lottery beneficiaries."

The grand opening celebration starts at **2:00 p.m.** During this landmark grand opening event, Wawa will be joined by local officials, customers, charitable partners, and community members for a ribbon cutting ceremony, and celebration of Wawa's milestone customers, history and values. The grand opening will also feature a sampling of Wawa products and an exciting charitable **Hoagies for Heroes** hoagie building competition between the **Jackson Mills Firefighters** and the **Jackson Police Department**.

"We couldn't be more excited about opening this new store in Jackson, and adding the excitement of our announcement to expand lottery services to all Wawa NJ customers," said Chris Gheysens, Wawa's President and CEO. "We're thrilled to not only share our unique brand of appetizing convenience throughout the entire state and to



build on our community partnerships, but to continue to innovate and evolve with offerings like the first ever self-serve lottery vending machines. For our New Jersey customers, we are excited to partner with the New Jersey Lottery to 'give their dreams a chance' with this new exciting convenience."

### **Wawa Jackson Grand Opening Event Details**

On Friday **November 22 at 2 p.m.**, Carole Hedinger will join Wawa for the milestone occasion. **The event will proceed as follows:**

- **Wawa's Director of Store Operations, Jim Shortall**, will take center stage to **discuss Wawa's expansion in New Jersey and the official launch of the Self-service Lottery Vending Machines**
- **Executive Director of the New Jersey Lottery, Carole Hedinger**, will speak about the significance of Wawa stores offering lottery
- A representative from a local beneficiary of the contributions made by the lottery to benefit education and institutions will speak about the importance of continued funding received from the lottery program
- The official unveiling of a giant scratch off card symbolizing the official statewide launch
- Wawa executives will ceremonially cut the ribbon of the store, announcing it is open for business

"New Jersey is our home market, and it's been amazing to see how quickly its residents have come to rely on us to simplify their lives and become their home away from home," said Gheysens. "We couldn't be more excited to continue to open new stores – and add more value and convenience to our customers through the addition of lottery."

### **Hoagies for Heroes Competition**

The event will conclude with a **charitable Hoagies for Heroes** hoagie building contest as the **Jackson Mills Fire Department and Jackson 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 **\$1,000** to the charities of each of the heroes' choices.

Each new Wawa store will 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 625 convenience retail stores (over 300 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.*

### **About the New Jersey State Lottery**

*Since its inception in 1970, the New Jersey Lottery (NJLottery.net) has contributed more than \$22 billion to the State in support of education and institutions. In fiscal year 2013 the Lottery's contribution was more than \$1 billion. Among*



*its beneficiaries are: veterans homes, community and other colleges and universities, school nutrition programs, homes for the developmentally disabled, psychiatric hospitals, higher education scholarship programs and the Marie Katzenbach School for the Deaf.*

*The lottery also plays a key role in supporting small businesses throughout the state with approximately 6,600 Lottery retailers. In fiscal year 2013, the Lottery retailers earned more than \$157 million in commissions supporting convenience stores and other establishments throughout the state. Every day, the Lottery helps to make winners by: providing entertainment and winning jackpots for lottery players; supporting the business community that serves as Lottery retailers and generating financial support for vital programs and organizations in our State.*