



## Wawa Launches Foundation at 50<sup>th</sup> Anniversary Celebration with \$300,000 Donation to Major Charity Partners

*Wawa Vows to Fulfill Lives Every Day by Building Stronger Communities through The Wawa Foundation*

**Wawa, PA (April 16, 2014)** – Wawa, Inc., today announced the launch of **The Wawa Foundation**, Wawa's new 501(c) (3) non-profit organization\* founded to encompass all of Wawa's charitable giving. The Wawa Foundation is launching in tandem with Wawa's 50<sup>th</sup> anniversary in retail. During Wawa's 50<sup>th</sup> anniversary celebration, Wawa will mark the launch of its new community foundation by **donating \$300,000** to its major charitable partners. This \$300,000 donation will kick off Wawa and The Wawa Foundation's commitment to **donating \$50 Million in five years** to causes related to The Wawa Foundation's three key areas of focus-**health, hunger, and every day heroes**.

"On the occasion of our 50th anniversary, we wanted to increase and focus our efforts to improve our communities," said Chris Gheysens, Wawa's President & CEO. "We have always been committed to being a good neighbor and to supporting the causes near and dear to our customers' and associates' hearts, and we believe having a Foundation will enable us to focus our efforts and create even more positive change and awareness for our community partners."

The Wawa Foundation's purpose is to fulfill lives every day, by building stronger communities. Throughout Wawa's 50<sup>th</sup> anniversary celebratory events, The Wawa Foundation will donate **\$300,000** to some of its major community partners by presenting checks for \$50,000 to each, as part of our foundation launch. The recipients include:

- Children's Hospital of Philadelphia
- Philabundance
- Liberty USO
- The American Red Cross, South Eastern PA (SEPA) Chapter
- JDRF

At Wawa's evening reception, The Wawa Foundation will make an additional donation of \$50,000 in honor of both Governor Rendell and Mayor Nutter, to the **Philadelphia Summer Youth Job Program**, made possible through The Wawa Foundation.

"At Wawa we believe that we all have a role in making the world a better place, not only by filling customer orders but by fulfilling the lives that we touch every day," said Gheysens. Part of this commitment extends through our Foundation focus, where we will build happier, stronger communities through supporting causes based around health, hunger, and every day heroes."

For more information visit [www.TheWawaFoundation.org](http://www.TheWawaFoundation.org).

*\*The Wawa Foundation, Inc.'s non-profit status is pending approval by the Internal Revenue Service.*

### 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, 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 50<sup>th</sup> 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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