



## For Immediate Release

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### **Wawa Announces Crisis Campaign to Assist in Haitian Relief Effort** *Wawa Holds Store-Wide Fundraising Effort in addition to Making \$20,000 Donation To Red Cross International Relief Fund*

**Wawa, Pa. (January, 2010)** –Wawa, Inc., today announced the launch of a chain-wide, in-store crisis campaign, designed to send aid to those affected by the Haitian earthquakes. The campaign is being held in partnership with the American Red Cross and allows customers to help contribute to the disaster effort through scannable UPC coupons in which customers can add \$1 to their Wawa purchase at checkout.

“Wawa has always had a strong commitment to providing crisis response and assisting those in need, and we’ve been partnering with the American Red Cross in these kinds of efforts for decades,” said Howard Stoeckel, Wawa’s President and CEO. “We have a long history of supporting the Red Cross that includes providing aid for Hurricanes Andrew, Katrina and Rita, the Midwestern Floods, the Asian Tsunamis and September 11<sup>th</sup>. We are committed to doing everything we can to assist in this recent disaster.”

All donations made through Wawa’s campaign will be donated to the Red Cross International Response Fund and will be designated specifically for the current crisis in Haiti. These funds will be used to help the Red Cross provide immediate and vital support to Earthquake victims.

“Wawa has been a committed partner to Red Cross relief efforts at home and abroad for many years,” said Tom Foley, CEO of the Southeastern Pennsylvania Chapter of the American Red Cross. “We are grateful for their quick action on this tragedy in Haiti.”

In addition to funds raised through the in-store campaign, Wawa will also make a \$20,000 donation to the Red Cross International Relief Fund. The campaign will run from January 14 through January 20 in all of Wawa’s 570 stores throughout Pennsylvania, New Jersey, Delaware, Maryland and Virginia.

“We’re constantly overwhelmed by the concern and generosity of our customers, who realize that through a small donation, they can help make a huge difference,” said Stoeckel. “We have full confidence that our associates and customers will commit themselves to making this campaign a true success.”

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**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 operates more than 560 stores in Pennsylvania, New Jersey, Delaware, Maryland and Virginia.*