



Wawa's 4 ½ Ton Hoagie Salute

Hoagie Day Kicks off with Salute to Local Heroes and a 4 ½ Ton Hoagie

Wawa, PA. (June 29, 2011) – Wawa Inc., today proudly announced that as part of their title sponsorship of Wawa Welcome America! they are hosting a Hoagie Day celebration of enormous proportions! On **Wednesday June 29th** at **12:00PM**, former **Governor Edward G. Rendell**, Philadelphia police officers and firefighters, members of the **USO**, members of the **Pennsylvania National Army Guard and Pennsylvania Nation Air Guard**, Wawa associates and hoagie-lovers across Philadelphia will come together for the most patriotic and packed-full Hoagie Day to date! The highlight of the event will be a 4 ½ ton Hoagie, which will be built in the morning and served at the afternoon celebration. Wawa is calling it a **4 ½ ton hoagie salute** to our troops because this year Hoagie Day will focus on honoring our soldiers and hometown heroes.

Welcome America! is Philadelphia's 4th of July celebration that, for eleven days, showcases all that America's birthplace has to offer. Fittingly, this year's Hoagie Day will be held at historic **Independence Mall in front of the Independence Visitors Center at 6th and Market Street**. Beyond the 4/12 ton Hoagie salute, the event will feature a letter writing station, inviting guests to write a letter to our troops to be inserted into USO care packages that will be sent this summer and during the holiday season. During the celebration, Wawa and former Governor Edward G. Rendell will present a check to the **USO for \$20,000** to sponsor these **1,500 care packages** filled with essential items and Wawa products.

"While a highlight of this year's event is certainly the 4 ½ ton enormous hoagie, the true highlight of Hoagie Day is celebrating the enormously valuable service our troops and local heroes provide our country each and every day," said Howard Stoeckel, Wawa's President and CEO. "We are thrilled to enter our second year as the title sponsors of Wawa Welcome America! focusing Hoagie Day on the men and women who protect our great nation and honoring the freedoms we all celebrate today."

As always, Hoagie Day will feature a variety of hoagie-centric activities including a charitable hoagie building competition between Philadelphia police and firefighters and members of the Pennsylvania Army Guard and the Pennsylvania Air Guard, a Hoagie Day feast, and a special Hoagie Day proclamation.



Hoagie Day Details

- 4:30 AM-10:00 AM at the Wells Fargo Center: Hoagie Day Morning Build
- 12:00 PM at Independence Mall: Hoagie Day Celebration
- 1:00 PM at Independence Mall: Wawa Associate Talent Event

Hoagie Day Morning Build: 4:30 AM-10:00 AM

The day begins with 150 Wawa associates in building the 4 ½ ton hoagie at the Wells Fargo Center. This year represents a first in Hoagie Day history, as half the hoagie will be Italian and half will be turkey! Together the morning builders will create the Hoagie Day feast from hundreds of pounds of ingredients that will be loaded onto a refrigerated truck and served free to attendees later that day. In addition to building the Hoagie Day hoagie, Wawa will send 5,000 hoagies built that morning to Philabundance food bank, in an effort to spread the Hoagie Day spirit to all Philadelphians.

Event Kickoff: 12:00 PM

WMMR's Preston Elliot will host and kickoff Hoagie Day, introducing the 12 finalists of Wawa's associate talent contest for the best solo singer, to lead the crowd in the singing of the national anthem. Immediately following the national anthem the 4 ½ ton hoagie will be served to the crowd!

\$20,000 Check Presentation to the USO to Sponsor Care Packages for Our Troops: 12:20PM

After the crowd has begun to indulge in the hoagie feast, Wawa's President and CEO, Howard Stoeckel, will dedicate the 4 ½ ton hoagie to our troops. He and Governor Edward G. Rendell will then present a check for \$20,000 to USO representative, Joe Brooks, to sponsor care packages to be sent to our troops. Stoeckel will encourage the crowd to visit the letter writing station during the event, to include their personal thoughts and thanks in the Wawa care packages to be sent abroad.

Hoagie Heritage Day Proclamation: 12:30 PM

The Hoagie Day festivities will continue with remarks from former Pennsylvania Governor Edward G. Rendell who will officially proclaim June 29th to be Hoagie Heritage Day. In 1992, Wawa held the first Hoagie Day, building a 500-foot



hoagie that was served free to the public. On that day, then-Mayor Ed Rendell proclaimed the Hoagie the "Official Sandwich of Philadelphia," which kicked off ten years of Hoagie Day events as part of the Welcome America! festival. During this year's 2011 Hoagie Day Celebration, the proclamation will be renewed.

Hoagies for Heroes Contests:12:45PM

Immediately following the check presentation, a **double header hoagie building competition will ensue**. **First members of the Pennsylvania National Air Guard and the Pennsylvania Army National Guard** will go head-to-head in a battle of bravery, skill, and sandwich making expertise to benefit the charity of their choice. Then **Philadelphia Police Officers and Firefighters** will be challenged to see who can build the most hoagies in three minutes in the traditional Wawa way, while being cheered on by the Philadelphia Police and Fire Commissioner. While the winners will receive bragging rights, both the police and firefighters are competing to benefit the Widows Fund and PAL. In honor of a two-part hoagie building competition – the hoagie day hoagie is two parts—half Italian and half turkey! The Pennsylvania National Air Guard and the Pennsylvania Army National Guard will be building Turkey, and the Police and Fire fighters will be building Italian!.

Immediately following the Hoagie Day Event Wawa's search for the best Wawa associate singer will begin at 1:00PM.

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 570 stores in Pennsylvania, New Jersey, Delaware, Maryland and Virginia.