



Wawa Hoagie Day is Back. . . and Better than Ever

Wawa Welcome America! features the return of 'Hoagie Day,' a Rocky Screening and Mayor Michael Nutter proclaiming June 30 officially as 'Hoagie Heritage Day.'

Wawa, PA. (June 30, 2010) – Wawa today proudly announced that after a 10- year hiatus, Wawa is bringing 'Hoagie Day' back to the Welcome America! Celebration to mark its title sponsorship of the festival.

On **Wednesday June 30 at 7 p.m.**, Philadelphia **Mayor Michael Nutter** is joining Philadelphia police officers and firefighters, Wawa associates and hoagie-lovers across the city for the most jam-packed and exciting Hoagie Day to date.

Welcome America! is Philadelphia's July 4th celebration showcasing America's birthplace over 11 days. Fittingly, this year's Hoagie Day will be held near the steps of the Philadelphia Art Museum to celebrate two of Philadelphia's most iconic symbols: the hoagie and Rocky.

Wawa's 2010 Hoagie Day Celebration will feature a variety of Philadelphia and hoagie-centric activities including the building and serving of a **1 ¼ mile long hoagie**, the search for the next Rocky look-alike as part of the **Philly @ the Movies Rocky Contest**, and a screening of the classic film, **Rocky**, at the conclusion of the Hoagie Day festivities.

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"It's hard to believe that it's been almost 20 years since the first Wawa Hoagie Day at City Hall," said Howard Stoeckel, Wawa's President and CEO. "It was Wawa's commitment to our communities and to being an integral part of our customers' daily lives that inspired the first Hoagie Day in 1992, with 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. We then took Hoagie Day on the road and held the event in cities within our five state-operating area. Hoagie Day represents a return to our roots and

our commitment to the City of Philadelphia, and we are thrilled to bring Hoagie Day back to the city where it all began.”

Mayor Nutter said: “We are happy to have the wonderful tradition of Wawa Hoagie Day back as an official Welcome America! event this year. It will be even more fun-filled, with the addition of the showing of the classic movie ‘Rocky’ and an impersonator contest to start things off. It promises to be a memorable event that the whole family can enjoy.”

Hoagie Day Details

- 5:30 a.m.: Hoagie Day Morning Build
- 7 p.m. Hoagie Day Celebration
- 8 p.m. Rocky Contest
- 9 p.m. Screening of Rocky

Hosted by WMMR’s Preston Elliot, this exciting event opens the Welcome America! festival with Philadelphia food, fun and Rocky. Hoagie Day highlights will include:

Hoagie Day Morning Build: 5:30 a.m.

The day begins with 150 Wawa associates who will build a 1 ¼ mile long hoagie at Wawa University. Together, they 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, Wawa will send truckloads of hoagies built that morning to **Philabundance** food bank, in an effort to spread the Hoagie Day spirit to Philadelphians in need.

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Music Provided by Parri Gripp and Hoagie Day Attractions: 7:00 p.m.

As the Hoagie Day hoagie is served to the crowd. Parri Grip, creator and singer of the Hoagiefest songs will entertain the crowd along with the Wawa house band.

Hoagie Heritage Day Proclamation by Mayor Michael Nutter: 7:15 p.m.

The Hoagie Day festivities get underway with remarks from Mayor Nutter, who will proclaim June 30 as

Hoagie Heritage Day. In 1992, then-Mayor Rendell proclaimed the hoagie to be the "Official Sandwich of Philadelphia." During this year's 2010 Hoagie Day Celebration, Mayor Nutter will renew his proclamation and officially accept the first hoagie of the Hoagie Day celebration.

Hoagie for Heroes – Charity Hoagie Building Contest Kicked off by Mayor Nutter: 7:15 p.m.

- Immediately following the Hoagie Heritage Day proclamation, Mayor Nutter will introduce the Philadelphia police officers and firefighters, about to go head-to-head in a battle of bravery, skill and sandwich-making expertise. Ten police officers will go against 10 firefighters, and will be challenged to see who can create the most hoagies in three minutes in the traditional Wawa way. Both teams are competing in memory of fallen comrades; Wawa will make a contribution on behalf of both teams to benefit the families of police and fire personnel who have died in the line of duty. In the spirit of Rocky, the hoagie-building competition will take place in a boxing ring, and Mayor Nutter will present award medals to both teams. The medals resemble the ones that Rocky wore in the original movie.

Hoagie Day also will feature a hoagie history display, and a special appearance by Hoagiemaster in his Hoagie-mobile. Numerous attendees will receive exciting giveaways including t-shirts, bumper stickers, CDs and more while supplies last.

Philly @ the Movies Rocky Contest: 8 p.m.

Hoagie Day will conclude with the Philly @ the Movies Rocky Contest. In this challenge, contestants compete for the title of "Best Lookalike and Sound-alike" Rocky. Another feature will be the famous Rocky Run up the Art Museum steps. The winner will receive a year's worth of Wawa Hoagies. Rocky contestants can register in front of the Philadelphia Museum of Art at 7:30 p.m.

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Rocky Movie Showing: 9 p.m.

After the Rocky contest, Hoagie Day attendees will be treated to a screening of Rocky at the foot of the Art Museum steps. The movie will receive a special introduction by James "Jimmy" Binns, Philadelphia lawyer and humanitarian, who appeared in three Rocky movies. Ring Announcer extraordinaire Nino Del Buono, also will be on hand during the festivities as an official emcee.

About Wawa, Inc.

Wawa, Inc., a privately-owned 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.

About Wawa Welcome America!

The Wawa Welcome America festival is a multi-day festival that celebrates America's birthday in America's birthplace and is produced by Welcome America, Inc. For more information, please visit www.welcomeamerica.com

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