



FOR IMMEDIATE RELEASE

Philadelphia Hoagiefest: A Celebration of Peace, Savings and Shortis

Wawa's Summer Festival Honors the Great Hoagie Tradition in Philadelphia

Wawa, PA. (July, 2008) – Wawa is bringing its 1960s-inspired Hoagiefest campaign full circle by hosting its Philadelphia Hoagiefest Event, a festival paying tribute to the all-mighty hoagie and celebrating a summer of peace, savings, and Shortis. On July 16, 2008 at 11:00 AM at the Wawa located on 12301 Academy Road, hoagie fanatics from across Philadelphia will come together and celebrate their love of Wawa hoagies. Attendees can dance to original Hoagiefest songs along with tie-dye wearing Wawa associates and can tour a *Peace, Love and Provolone* exhibit featuring 1960's imagery and hoagie photos of famous hoagie moments in history.

Hoagiefest kicks off with a proclamation officially designating July 16 "Hoagie Heritage Day," followed by an "ode to the Hoagie" from Wawa's President and CEO Howard Stoeckel. The festivities will continue with a series of hoagie- and 60s-inspired contests, giveaways, and activities celebrating the great hoagie tradition, including:

- Hoagie building contests involving the public
- Hoagie building contests involving the 7th & 8th Police Districts for charity
- Hoagie eating contests
- The crowning of Mr. & Mrs. Hoagie
- A walk through exhibit featuring sixties images interspersed with Wawa famous hoagie milestone images

"At Wawa, our customers revere and treasure their hoagies, often ordering their favorite over and over again," said Stoeckel. "We sell almost 70 million hoagies annually, and our Hoagiefest event will help us celebrate one of the most beloved food-items we have at Wawa."

Wawa is partnering up with WMMR 93.3 FM to bring this celebration to all of the hoagie fanatics in Philadelphia. WMMR DJs will select Hoagiefest contestants through a series of pre-event qualifying on-air hoagie contests testing their passion and love of hoagies. At the event's conclusion, Wawa associates will serve a 93.3-foot-long hoagie to the crowd – the length of WMMR's frequency.

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About Hoagiefest

Hoagiefest is a harmonious campaign celebrating the almighty hoagie with special price promotions and events carried on throughout the summer. Beginning June 9th, a different Wawa Shorti will be featured every two weeks for just \$2.99. To bring the love and serenity imbued in every hoagie bite to all of its loyal customers, Wawa has created its first ever microsite, completely dedicated to Hoagiefest. Customers can now enter into an interactive hoagie world and experience all the peace, love, and provolone anyone could ever want by logging onto **Wawa.com** and clicking directly on **Hoagiefest.com**. Hoagiefest is going on in all of Wawa's 570 stores throughout Pennsylvania, New Jersey, Delaware, Maryland, and Virginia and runs through August 3rd.

Think you've journeyed back to the psychedelic 1960's? You've actually entered Hoagiefest.com, an online spectacle filled with the colors, songs and images of the 1960s hippie culture that uniquely come together to celebrate the spirit of the hoagie. With the click of a mouse customers can learn about the Hoagiefest campaign and experience a host of interactive, fun features of the site such as;

- 1960s inspired images and moving icons
- A vote for your favorite shorti option
- A menu detailing the promoted hoagies
- A "tour schedule" detailing the dates each hoagie will be featured
- A special "Freebie" icon which allows you to download groovy wallpaper, IM and Buddy icons, and three custom Hoagiefest songs to download and enjoy

"Hoagiefest is all about paying tribute to the mouthwatering hoagies we've come to love. Wawa is thrilled to not only bring our customers this incredible value, but also to share it with everyone in a way that is as fun and interactive as actually eating a hoagie," said Howard Stoeckel, Wawa's President and CEO. "Hoagiefest.com brings our commitment to delighting the customer to life, expressing the love we feel for our customers and our hoagies."

In addition to promoting the campaign through Hoagiefest.com, Wawa will feature Hoagiefest billboards, banners, truck wraps and radio ads. Wawa associates will also join in the spirit as well, proudly wearing tie-dyed t-shirts throughout the eight week campaign.

Upcoming Hoagiefest Tour Dates

- Turkey: 7/07 to 7/20
- Meatball: 7/21 to 8/03

For more information log on to www.hoagiefest.com

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

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