



## ***Wawa Fuels Up Race Runners***

### ***Wawa Sponsors Susan G. Komen's Race for a Cure***

For 15 consecutive years, Wawa has sponsored and supported Susan G. Komen's *Race for a Cure*. This annual Mother's Day event is dedicated to fulfilling the promise to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures. In addition to serving as the Race's major local food sponsor, hundreds of Wawa volunteers will be on hand to serve Wawa food and drinks to race participants at the Wawa food and coffee tents.

Wawa's sponsorship includes a monetary grant from the Wawa Charities Fund and Wawa products, including 3,000 cups of coffee for volunteers, 50,000 donuts, muffins, pretzels, and 20,000 Wawa iced teas for race participants. For the first time, this year, Wawa is also the exclusive water provider providing 40,000 16-oz bottles of Wawa water for all event participants.

Philadelphia's *Race for a Cure* takes place every Mother's Day at the Eakins Oval landmark of the Philadelphia Art Museum in Center City Philadelphia. Hundreds of Wawa associates will join the estimated 50,000 volunteers, participants, and survivors who will spend Mother's Day (rain or shine) making the case for a cure. After they participate in the 5K run/walk, participants can "refuel" in the giant Wawa food tent.

"We are proud to support the Susan G. Komen Race for the Cure, and we are equally proud of our Wawa associates who have gone to great lengths to support the fight against breast cancer," said Lisa Wollan, Head of Advertising, Consumer Insights, and Brand Strategy for Wawa. "Wawa Associates are extremely involved in the communities we serve and this event unites those communities. This is a very important

commitment to us and we feel privileged to provide great food and beverages for the racers and their families during this event.”

Wawa first began sponsoring the Susan G. Komen Race for the Cure in 1993 with the Children’s FunFest tent. Each year their sponsorship and participation have grown significantly. Throughout the years, Wawa Associates have volunteered thousands of hours, served more than half a million donuts, muffins, pretzels and other baked goods and brewed tens of thousands of cups of coffee for race volunteers.

“Sponsoring this event provides us with the opportunity to share our success with our communities and to partner with and support our friends, our neighbors and our community - all of whom care deeply about cancer research,” said Howard Stoeckel, Wawa’s President and CEO. “This is truly a family-oriented event, and it reaches out to every community through research, treatment and education programs. Breast cancer affects so many people in the communities we are in, and we are passionate about supporting the effort to find a cure.”

More information can be found on <http://www.komenphiladelphia.org/>

### **Registration Information**

To register for Philadelphia’s *Race for a Cure* visit [KomenPhiladelphia.org](http://KomenPhiladelphia.org).

## **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.