



2010 WELCOME AMERICA! festival

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**WELCOME AMERICA! FESTIVAL OFFICIALS ANNOUNCE NEW  
TITLE SPONSOR FOR THIS SUMMER'S JULY FOURTH CELEBRATION**

*Area retailer Wawa pledges its sponsorship support.*

**PHILADELPHIA** (February 12, 2010) – Welcome America! Festival officials today announced Wawa, Inc. as the event's new title sponsor.

The partnership will help continue a tradition of nearly two decades of excellence and build on the success of last year's festival. Mayor Michael A. Nutter and Wawa officials made the announcement about the sponsorship at a new Wawa store under construction in the Roxborough section of Philadelphia.

"The City of Philadelphia, Welcome America!, and Wawa look forward to hosting all of the great July Fourth festivities in Philadelphia this summer," said Mayor Michael Nutter, the festival's Chairman. "Through the generous support of Wawa, an established company in our area, we can strengthen our commitment to what is widely regarded as the finest July Fourth festival anywhere in the entire country. And what better place than in our city?"

Said Howard Stoeckel, President & CEO of Wawa: "We are thrilled to be the title sponsor of this important regional celebration at a time when the eyes of the nation are on the great city of Philadelphia. For Wawa, this collaboration is extremely fitting and meaningful, as we have roots that travel deep both within the City of Philadelphia and within the Welcome America festivities. We are proud to call Philadelphia our hometown and our associates are excited to help present a series of free events to the community that add fun, patriotism and hometown pride to our region."

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## WAWA TITLE SPONSOR OF WELCOME AMERICA!// ADD 1

Melanie Johnson, City Representative and Welcome America Executive Director, said the goal was to establish a winning partnership by aligning the Welcome America! brand with an established business that is both family-oriented and dedicated to the community.

“We are proud that Welcome America events have always been free to the public and designed for the enjoyment of the entire family,” Johnson said. “And now, starting in 2010, through our new sponsorship agreement with Wawa, a well known local company, we can proudly maintain our commitment to the public by offering quality activities and entertainment at no cost.”

Wawa, a premier regional convenience retailer, is no stranger to teaming up with Welcome America! Wawa was one of the participants of the inaugural Welcome America event, featuring its popular Hoagie Day, which continued to be a Philadelphia tradition for ten years. During Hoagie Day, Wawa built hoagies in excess of two miles, even surrounding City Hall.

The City of Philadelphia and Wawa have a longstanding relationship through community projects like Operation Brotherly Love in conjunction with the Mayor’s Office of Community Services. In January, Mayor Nutter joined more than 300 dedicated volunteers and deserving families for the inaugural Operation Brotherly Love event at Philadelphia Naval Yard, a carnival for kids supporting Philadelphia-area families in need, and providing 500 children with personalized holiday gifts.

The Welcome America! festival is just one more great example of Wawa’s community outreach efforts. The festival attracts thousands of visitors to Philadelphia annually to celebrate the Fourth of July. Through Welcome America!, the City takes center stage each year, welcoming hundreds of thousands of visitors to historical, cultural, and family entertainment programming, and hosts the largest free concert in America featuring premier musical headliners.

*Welcome America! 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](http://www.welcomeamerica.com)*

*Wawa, Inc., a privately held company, began in 1803 as an iron foundry in New Jersey. Toward the end of the 19<sup>th</sup> 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 1960s, Grahame Wood, George’s grandson, opened the first Wawa Food Market in 1964 as an outlet for dairy products. Today, Wawa Inc., based in Wawa, Pa., operates more than 570 convenience stores in Pennsylvania, New Jersey, Delaware, Maryland and Virginia. In 2009, Wawa opened 11 new stores in its chain, and since 2004, seven new stores have open in Philadelphia. Wawa is the single largest purveyor of freshly made and built-to-order hoagies in the Delaware Valley. Most Wawa stores are open 24 hours a day, 7 days a week.*

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