

THE LEGACY

NEWS from THE M.S. HERSCHEY FOUNDATION | SPRING/SUMMER 2024 | ISSUE 37

New Special Exhibit at The Hershey Story Opens Friday, May 3!



From Hershey Industrial School to Hershey CEO

The Story of Bill Dearden

A Special Exhibit at The Hershey Story Museum

For over 70 years, Hershey resisted advertising their products on radio and television. Yet, you may recall watching the iconic Hershey's Kisses chocolates wrapped in red and green foil ringing to the tune of "We Wish You A Merry Christmas" or the popular, "Hey! You got chocolate in my peanut butter..." Reese's Peanut Butter Cups commercials. So what changed? The answer – William "Bill" Dearden.

After Milton Hershey's death in 1945, Hershey Chocolate Corporation executives maintained the business and although growth was slow, Hershey reigned supreme in the American confectionery market. Bill Dearden was hired as assistant to the chocolate company's chairman of the board in 1957, even though he knew very little about how chocolate was made. Dearden, a graduate of Hershey Industrial School, was described as a "planner" and "highly organized." He was someone who looked ahead, set goals and asked others what they thought. During his early years with the company, he moved between different departments, all the while observing and learning the various

strengths and weaknesses of the business. But as the 1960s progressed, Mars' market share grew while Hershey fell behind.

"Hershey executives, Sam Hinkle and Harold Mohler, knew the company needed to modernize operations, so they hired professionals like Bill Dearden, who could drive and lead the change," said Valerie Seiber, senior collections manager. "Mr. Dearden's vision for the chocolate company included strategic planning, revamping the sales force, and creating a marketing department. It's during this time that Hershey selected an advertising agency and launched its first television ad campaign."

Other key steps to ensure Hershey's growth and success included diversifying their confectionery products to be less dependent on chocolate, expanding into food service, acquiring Friendly Restaurants and developing international markets for Hershey's products.

"In addition to watching some great vintage commercials, visitors will learn about product development such as Rally and Frostin'," said Seiber. "Guests can also explore advertising slogans that made Hershey's so memorable."



William E. Dearden, ca.1960

"Young and young-at-heart visitors will delight in a fun scavenger hunt in the center of the gallery with colorful Hershey's Kisses shapes suspended overhead," Seiber said.

This exhibit has been made possible with generous support from The William E. Dearden Foundation, Milton Hershey School and The Hershey Company.



The 1982 movie, *E.T. the Extra-Terrestrial*, was the first time a Hershey's product was featured in a major motion picture.



Hershey made the Rally bar from 1967 to 1979



Whatchamacallit advertisement, 1978

Gardens & Museum Feature New Retail Items Just In Time for Mother's Day!

Whether you're looking for the perfect gift for Mom, or just a little something special for yourself, the Garden and Museum Shops feature a wide selection of apparel, gifts and kids' items. Stop by both locations frequently to admire the new Hershey items, custom drinkware, adorable plush and more!

Look for these new items, now available:

- **Jewelry** – Now at the Museum Shop, enjoy all the colors of Hershey from a Baltimore-based artist who created a bespoke jewelry line for The Hershey Story. Featured items include necklaces, earrings, bracelets and more.
- **Statuaries** – Enhance your garden with several popular cast stone statuaries, available at the Garden Shop. Statuaries are located just outside the Conservatory.
- **Museum Merchandise** – Show off your love of Hershey with these new items including exclusive glassware, travel mugs, baseball hats, teddy bears and more.



- **Stickers** – Find exclusive custom designs only available at Hershey Gardens and The Hershey Story. They are weather resistant (perfect for your vehicle) and dishwasher-safe (decorate your reusable water bottles and travel cups).
- **Ornaments** – Perfect year-round souvenirs and gifts! Hershey Gardens features exclusive new metal ornaments adorned with butterflies and blooms. Coming soon... a custom-designed ornament of historic High Point Mansion, which will be available at both locations.



- **For the Gardener** – The Garden Shop features quality garden tools, totes and gloves, perfect for home gardening – for you and for the kids! Peruse new books on roses, orchids, succulents, container gardens, field guides and more.
- **New Special Exhibit Merchandise** – Enjoy the new special exhibit, then stop by the Museum Shop for exclusive items inspired by Bill Dearden's remarkable story.

Summer is Sweet in the Chocolate Lab

From chocolate beach bars to S'mores, Chocolate Lab participants can create something amazing—and delicious—in the Lab this summer! Learn how cocoa beans are grown, harvested and processed into delicious milk chocolate in these hands-on, interactive classes.

Forty-five minute classes are ideal for adults and children ages 5 and older. Tickets are available at The Hershey Story admissions desk on the day of the class on a first-come, first-served basis; space is limited.

[Click here](#) for more information and daily class schedules.

This summer's classes include:

S'mores Galore

Have some summer fun as you make your own sweet variation on S'mores (without the fire, of course). Learn the origins of this campfire confection, as well as some Hershey's trivia!



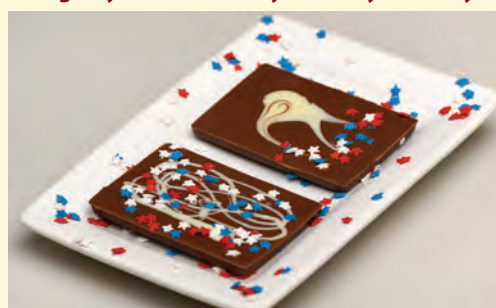
Chocolate Beach Bars

Celebrate summer by designing your very own seashore-themed milk chocolate bar using an edible decal and plenty of graham cracker "sand." Take a walk along our "chocolate beach boardwalk" as you learn about Hershey's classics.



Yankee Doodle Chocolate Bars

(Flag Day, Memorial Day and July 4th only)



Mold a milk chocolate bar and top it off with red, white and blue candy sprinkles.



Planet Chocolate

Learn some delicious geography by discovering the many places around the globe where cocoa beans are grown. You will be guided to recognize differences in cocoa beans' appearance and taste, and make your own unique bar to take home!

Making a Splash: History of the Hershey Park Swimming Pool

By Eleanor Parrey, Archives Assistant, Hershey Community Archives

Cool water on a hot summer's day. The laughter of family and friends as you splash off the toboggan slide. The sound of music from Jimmy Dorsey's big band floating through the air from the Hershey Park Ballroom as you lounge with a date. All these memories paint the picture of summer idle in Hershey, Pennsylvania from 1911 to 1971.

When Hershey Park first opened it was just that, a park. It served as a recreational space for those who lived in Mr. Hershey's model industrial town. With a family focus in mind, Hershey Park offered picnic pavilions and playgrounds. Spring Creek was dammed to create a boating lake and many overlooks and bridges were added. As the town grew, so did the park, creating a place that attracted visitors from all over. A baseball field, carousel, amphitheater and eventually a swimming pool were just some of the amenities Hershey Park had to offer.

The first concrete pool was completed on September 26, 1911 and was used for ice skating that winter until it opened for its first summer season in 1912. The pool provided a nice place to cool off in the summer heat and served as a gathering spot for family and friends. In 1914, the toboggan slide "Shoot the Chutes" was added. People would ride wooden "sleds" down the slide and skip across the water until they came to a splashing stop. In 1920, another toboggan slide was added, this one featuring a hump that bumped people in the air as they rode down it. The slides added a fascination, as Robert Smith recounts his time at the Hershey Park pool in an oral history:

"I was particularly fascinated with the slides. I used to walk in the underpass under the old ballroom, over to the slide area, and get a wooden sled and slam down, belly-whopper all the way down, and that was just fantastic. I enjoyed that tremendously."

Robert and many others enjoyed all that the pool had to offer with thousands of people coming to visit every year.

In July 1929, a new pool complex and bathhouse opened featuring four pools in one: a circular baby pool, diving pool, swimming pool and wading pool, with a concrete



Aerial view of Hershey Park, ca. 1915

island dividing the swimming and wading pools. The old bathhouse was converted into the Funhouse and a new bathhouse was added. The new pools were 35,000 square feet combined and held over 1,240,000 gallons of filtered spring water. The entrance fee was 25 cents for adults and 10 cents for kids. Bathing suits were available to rent at the bathhouse if you didn't have one. With sand beaches and different swimming options, it was the perfect place for tourists and community members alike to come splash and play the summer away.

All those wonderful summer days soon turned into cool summer nights and having the Hershey Park Ballroom close by allowed visitors to hear the soothing sounds of many musicians and bands that played there, including Jimmy Dorsey, Glenn Miller and Harry James. It created an "out of this world" experience as local resident, Brent Hancock, remembers his time hanging out by the pool:

"We used to go swimming at the Park Pool. You could go swimming and you could lay over there until 10:30 at night, and listen to the orchestra at the Ballroom. Boy, that was beautiful. The women wore their frocks, and with all the lights, it was out of this world, really. Beautiful. The music coming out and all the lights."

Hershey Park was well lit in the evenings, thanks to the power supplied by the chocolate factory generators, allowing community members to relax into the night.

By the 1940s, more than 100,000 people visited the pool every year. However, post-WWII saw a shift in travel and leisure. An economic boom made more income avail-

able. People had more time for leisure; cars were the main form of transportation, and television allowed people to visualize what to expect from their vacations. Places like Disneyland, which opened in 1955, changed how people viewed amusement parks. Hershey's open park with carnival inspired rides and attractions was not keeping up with the changing times. By the late 1960s, Hershey Park was facing issues of vandalism and theft,

and they needed a change. In 1971, Hershey Park changed its name to Hersheypark (one word), fenced in the area and created a standard admission fee. At this time, the pool was closed and filled in, and the bathhouse was demolished.

The site where the pool was located is now a grass-covered area between Parkview Manor, Hershey's Chocolate World, and the new Hersheypark Guest Services building. The pool's tenure represented a history of Hershey Park and the town that many people recall with fondness. Numerous memories were created at the Hershey Park pool, just as there continue to be memories made in the pools around Hershey today. Whether it's at the Derry Township Community Center pool or the Boardwalk at Hersheypark, swimming in Hershey has been a fun summer activity for the whole community for generations—and will likely continue for many years to come.



Toboggan slide at Hershey Park swimming pool, ca. 1914



Hershey Park swimming pool, ca. 1914



Hershey Park swimming pool, ca. 1935-1945

Celebrating 40 Years of Preserving Hershey History: The History of Hershey Community Archives, 1984 - 2024

This fall marks the 40th anniversary of Hershey Community Archives (HCA). Located inside The Hershey Story Museum, the Archives collects and preserves historic records related to Milton and Catherine Hershey and the community and businesses they established. The Archives serves as the official repository for The Hershey Company, Hershey Entertainment & Resorts Company, Hershey Trust Company and The M.S. Hershey Foundation. Collections include paper-based and electronic records, photographic materials, moving images, audio recordings and more.

As the keeper of Hershey history, this anniversary is the perfect time to reflect on the history of the Archives.



Pamela Cassidy Whitenack conducting an oral history with Ann Harnish in her home. Ann is a distant relative to Milton Hershey.

Establishing Hershey Community Archives

It all started with a memo. On September 9, 1975, Hershey Foods Corporation Group Vice President Richard Zimmerman expressed the need for a study “by all the Hershey Interests to identify the types of materials which might be retained, probable ways to display and utilize these materials, a designation of authority and responsibility for Hershey memorabilia, and a long-range plan undertaken to identify the precise course of action, the Hershey Interests, should pursue.” At the time, there was no repository in Hershey appropriate for preserving the two-dimensional and audio-visual records of the Hershey interests. While the Hershey Museum, forerunner to The Hershey Story, had been in existence since 1933, their collecting focus was (and still is) three-dimensional artifacts. Hershey needed a repository specifically for paper-based corporate records.

Five years later, in 1980, Richmond Williams, director of the Hagley Research Library, provided another spark with a letter to Hershey Foods Chairman Harold Mohler expressing interest in assisting the company with saving their historical corporate records. The mission of Hagley Museum and Library is to collect, preserve and interpret the unfolding history of American enterprise, and as such, is considered one of the preeminent institutions for the study of business history.



Rob Vowler, Pamela Cassidy Whitenack and David Parke cutting the ribbon at the opening of the Granada Avenue location, February 29, 2004

“Hershey Foods’ historic records would have fit very well with the other collections housed

at the Hagley Library, but Mr. Mohler knew Hershey would not want to lose ownership of their history,” explained Tesa Burns, archivist.

In 1984, The M.S. Hershey Foundation agreed to hire a team of archival and records management consultants to help establish a community-wide archival program under the general supervision of Richmond Williams. Officers of Hershey Foods, HERCO, Her-

shey Trust Company, Hershey Bank and Milton Hershey School, who were also members of the Foundation Board of Managers, agreed in the name of each institution to support the archival project and to appoint corporate representatives to assist with implementation. Just like that, the idea turned into reality.

The kick-off meeting of the Hershey Community Archives (HCA) task force took place on October 12, 1984 in a conference room at Founders Hall. The overall goal was to create an archival program under The M.S. Hershey Foundation to collect, process, preserve and make accessible historical materials of institutions in Hershey and Derry Township – especially those which reflect the direct influence and legacy of Milton S. Hershey.

With the assistance of the task force members, stashes of archival records were identified and transferred to the Archives, then located on East Chocolate Avenue. Pamela Cassidy Whitenack was hired as an assistant archivist in 1985 and was primarily responsible for the day-to-day operations of the Archives, serving dutifully as the steward of Hershey history for 34 years, retiring in 2019. Pam continues as a consultant on special projects.

Archives on the Move

Materials transferred to the Archives grew steadily during these early years. By 1988, the Archives held a total of 1,050 cubic feet of archival materials (currently, the Archives cares for almost 3,500 cubic feet of material).

Additional shelving was added, first to the Chocolate Avenue location and later, offsite storage was created next door in the Hershey Trust Company building basement vault on West Chocolate Avenue. Space continued to be a pressing problem for the Archives.

HCA moved with the Hershey Trust Company into High Point Mansion in 1991. A portion of the one-story addition (i.e. the former Country Club men’s locker room) was designated as a site for the Archives and plans were generated that would allow the Archives to function with minimal renovations to the space. Though the site did not contain as much storage space as originally hoped, it did provide separate areas for storage, processing and research, as well as a separate office for the archivist.

As collections and use of the Archives continued to grow, the site at High Point was no longer large enough. In 1996, space was allocated at the old Orchard Barn off of Hersheypark Drive. Nearly eight years later, space was rented on the first floor of the former M.S. Hershey Consolidated School building on East Granada Avenue.

When the recession of 2008 hit, the Foundation was in the middle of construction of The Hershey Story, The Museum on Chocolate Avenue. The decision was made to consolidate all historical collections into the newly constructed building. Through this move, the Archives and Museum staff have been able to collaborate much more effectively on various projects.

Continuing the Mission

In 1984, relatively few people were aware of the Archives. But as knowledge of the Archives grew, so too did use of the collections. With its increased visibility, the Archives’ responsibilities have shifted from being simply a preserver of Hershey history, to also being an interpreter of that history, which is still true today, 40 years later.

“As part of our anniversary we hope to continue to offer new resources for the Hershey community,” said Jennifer Henderson, senior archivist. “We are honored, and take very seriously, the preservation and history of the town that Mr. Hershey created.”



Visitors explore the new, dedicated researcher Reading Room at the Granada Avenue location, February 29, 2004

Join Our Team – Become a Volunteer!

Volunteers are a vital part of The M.S. Hershey Foundation. Last year alone, 630 volunteers generously donated more than 13,800 hours of their time and talents to Hershey Theatre, The Hershey Story and Hershey Gardens. Thank you!

Consider joining our team! You'll make new friends, have fun and give back to your community. We offer flexible hours in a fun environment. For more information, please call Debbie DiNunzio at 717.508.5958 or e-mail Debbie at ddinunzio@hersheytheatre.com.

Volunteer Opportunities



The Hershey Story volunteers engage visitors of all ages by assisting with school groups and public programs throughout the year. You may also take part in special events such as Homeschool Days and Scout Workshops. **Learn more here.**

Hershey Gardens volunteers introduce children to nature through youth education programs, as well as by engaging visitors in the Butterfly Atrium and assisting staff in beautifying the gardens. Volunteers are also needed for special events such as Pumpkin Palooza. **Learn more here.**

museum EXPERIENCE

AT THE HERSHEY STORY

Sunday, May 12:
Moms are free on Mother's Day!

Sunday, June 16:
Dads are free on Father's Day!

Summer Camp Field Trips



Milton Hershey started with a factory in a cornfield and went on to create one of the finest industrial towns in America. Become history detectives as we examine maps, photographs and artifacts from our collection to explore how the town of Hershey has changed over the years to become "the sweetest place on Earth."

Plus, every camper will design and make their own "chocolate town" using milk chocolate, pretzels and marshmallows to take home and enjoy!

Summer camp field trips also include admission to the museum and an educational scavenger hunt through the museum exhibits. The program is geared towards 2nd-through 8th-grade students.

Programs offered June 10 through August 23
For Pre-K through grade 8

Cost per camper: \$17
One free chaperone with every 5 campers
Additional adults: \$17

The program will last about an hour and the scavenger hunt takes about 45-60 minutes, so please plan on at least 90 minutes to two hours for the full experience. Space is limited; make your reservations early!

Register online here.

Questions? Please contact Elizabeth Lindsay at 717.520.5588 or email elalindsay@hersheystory.org.

YOUTH VOLUNTEER OPPORTUNITIES AT THE HERSHEY STORY

Do you know a student age 12 to 16 who enjoys history and working with others? Invite them to apply to The Hershey Story's Past Master program.



These youth volunteers provide interactive activities for museum guests of all ages and share facts about the town of Hershey and the chocolate making process. Past Masters also assist guests with scavenger hunts and work with camp groups and children's programs. Participants are asked to commit to volunteering a minimum of seven times during the summer; shifts are available most days during the museum's operating hours. Applications will be accepted through Friday, May 25, or until all spots are filled.

The program runs from Thursday, June 13 through Monday, September 2. Individuals are required to attend orientation sessions on June 13 and June 14. Additional details and **the online application can be found here.** Contact Susan Hetrick at smhetrick@hersheystory.org or call 717.520.5587 with questions.

Explore the Lush, Tropical Plants Inside the Butterfly Atrium

The Butterfly Atrium at Hershey Gardens is not only a showcase for beautiful butterflies, but also a carefully curated habitat designed to nurture both our winged wonders and the tropical foliage on which they depend.

“Plants of all shapes and sizes and from all over the world form the backdrop for this living exhibit,” said Jody Santos, Conservatory manager. “This dense greenery is not mere ornamentation; it’s an integral part of an intentionally created ecosystem. Lush and healthy plant life is important for the well-being of the butterflies, providing

them with food, shelter, roosting and basking spots.”

The Butterfly Atrium houses a variety of flowering plants that produce ample nectar to encourage natural butterfly “nectaring” behavior. “Broad, flat leaves give butterflies a place to bask in the sun’s warmth, which powers their flight,” said Santos. “Sturdy branches and palm fronds offer shelter and roosting sites where the butterflies may rest when not feeding or flying about. With careful and purposeful management of the Atrium plant life, we strive to provide all the elements our butterflies need not just to survive, but to thrive.”

Below is a small sampling of the many plant species displayed in the Butterfly Atrium that are enjoyed by both guests and butterflies alike.



Rex Begonia
Begonia Rex 'Fireworks'
Native to India

This plant has been hybridized to produce many varieties with colorful, patterned leaves. The plant pictured here happily grows on a log in the Atrium stream, having propagated itself there from its mother plant growing in nearby soil.



Tropical Pitcher Plant
Nepenthes alata
Native to the Philippines

Known to be “carnivorous,” pitcher plants lure insects to their pitchers with a strong scent, either sweet or putrid. Insects fall to the bottom of the pitcher, where they are digested in a wet slurry of enzymes.



Egyptian Starcluster
Pentas lanceolata
Native to Africa, Madagascar and Arabian Peninsula

As “star” nectar-producers, the Egyptian starcluster is a favorite source of nectar for the butterflies in the Atrium.



Skyflower
Duranta erecta
Native to tropical America

Also known as the pigeon berry or golden dewdrop, these white-rimmed violet-blue flowers are a favorite of most butterflies. This plant’s location next to the Atrium exit provides wonderful butterfly photo opportunities.



Golden Shrimp Plant
Pachystachys lutea
Native to Peru

Sometimes called the lollipop plant, this evergreen shrub produces small white flowers on interesting, bright yellow flower spikes that resemble shrimp.



Flaming Glory Bower
Clerodendrum speciosissimum
Native to Indonesia and Papuaia

With its huge heart-shaped leaves and bright red honeysuckle-shaped flowers, this shrub is loved by butterflies for its nectar and the flat resting spots it provides.



Red Powderpuff Plant
Calliandra haematocephala
Native to South America

A large shrub with enchanting red flowers, the red powderpuff is attractive to butterflies, bees and hummingbirds. The flower buds resemble raspberries which then burst open into unique, fuzzy pom-poms.



Variegated Mahoe
Talipariti tiliaceum
Native to the Caribbean

Also known as the sea hibiscus, the mahoe tree has brilliantly colored heart-shaped leaves, featuring shades of cream, white, pink and green. Atrium butterflies depend heavily on this densely foliated tree for cover and roosting. It is located just inside the entrance door.



Hawaiian Ti Plant
Cordyline fruticosa 'Dr Brown'
Native to Southeast Asia, Australia, Pacific Islands

This short tree or shrub has important cultural value to Pacific Islanders who use its leaves to make traditional hula skirts.



Firecracker Flower
Crossandra infundibuliformis
India and Sri Lanka

This shrub-sized plant has glossy green foliage and bright orange flowers that are irresistible to butterflies. It is a relative of the golden shrimp plant.



Meet the Wildlife at Hershey Gardens

By Lily Richwine, Education and Public Programs Assistant, Hershey Gardens

I've spent my whole life observing and admiring wild animals. In college, I researched yellow-naped Amazon parrot pair duets and dialects. After graduation, I worked for West Shore Wildlife Center where my co-workers were opossums, turtles and hawks. Currently, I proudly serve as the education and public programs assistant at Hershey Gardens.

This is the first in a series of articles in which I will explore the behaviors of our most common wild garden guests.



Lily entertains a rescued opossum.

Always Admire From a Distance

Hershey Gardens is a haven of trees and flowers, but it's also home to various wild animals. The wildlife that occupy Hershey Gardens are, for people like me, just as attractive as a blooming rose garden or a field full of tulips.

When encountering any kind of animal in the gardens, it's important to be respectful of them and their space; always admire animals from a distance, especially during the breeding and nesting seasons, which are spring and summer. Avoid disturbing any natural spaces or habitats. If an animal you encounter appears sick or injured, please inform the nearest staff member or volunteer—never attempt to pick up a wild animal! Our team will contact a local wildlife rehabilitator or the appropriate state agency to help the animal. Respect for wildlife not only protects the humans observing them, but preserves authentic interactions for all.



Groundhogs (*Marmota monax*)

Also known as woodchucks or whistlepigs, groundhogs are one of the most widely-disliked wild animals in Pennsylvania—especially by gardeners. However, groundhogs are important ecological architects; they spend most of their time inside or building their expansive and complex burrows. When burrows are abandoned or unoccupied, they can be reused for shelter by various other species, like reptiles, amphibians, rodents and foxes. Nearly all groundhog burrows have the same structure: a main entrance tunnel that dips down, then back up to prevent flooding, then two or three side tunnels with specific purposes—one tunnel has a latrine chamber, another has a sleeping chamber, and a third has a nursery chamber for raising their young

“kits”—and each with an “emergency exit.”

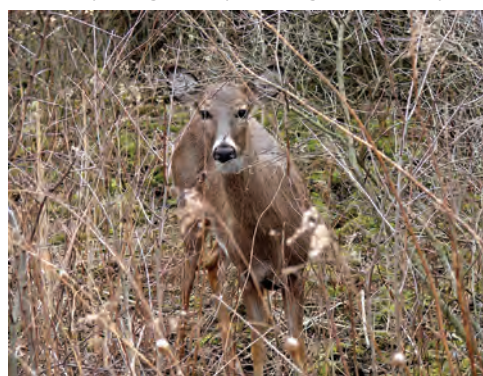
Despite the laborious effort needed to dig one of these up to 66-foot-long burrows, groundhogs frequently move from burrow to burrow outside of the breeding season, and are known to have summer and winter homes.

Despite being primarily ground-dwelling and digging rodents, groundhogs are also adept climbers and swimmers. These talents are necessary to satiate their voracious summer appetites. As herbivores, groundhogs eat a variety of vegetation like grasses, clover, leaves, sticks, flowers and agricultural crops. This large appetite is necessary for building fat stores that will help them survive the winter, since groundhogs are true hibernators. They drastically reduce their heart rate, respiration rate and metabolism every October and enter an almost death-like slumber. They will not wake until the following March, when their enormous appetite returns.

White-Tailed Deer (*Odocoileus virginianus*)

The white-tailed deer is Pennsylvania's state animal for good reason—our state's deer population ranks within the top ten in the country with well over a million deer statewide. While these deer typically live in wooded habitats, increasing human development has made them a common sight in suburban and even urban environments. The loss of their natural predators—gray wolves and mountain lions—has resulted in consistently increasing populations. Without their natural predators, white-tailed deer populations are primarily controlled by hunters and food availability. In some cases, deer will starve due to overpopulation in some areas.

White-tailed deer are herbivores and eat a variety of different plants and vegetation. The primary components of their diet change throughout the year: during spring and summer, they eat greenery; during the fall they



eat corn, nuts, and acorns, and over the winter they eat twigs, berries and buds. Deer, like cows, goats, and other ruminants, have four stomach chambers that allow them to digest hardy plants and twigs. Their vast diet contributes to their notoriety with gardeners—they'll eat almost anything left unprotected.

Hershey Gardens erects 8-foot fences to deer-proof certain areas of the gardens. Eight feet is the minimum height for these agile ungulates, as they can run at speeds up to 30 mph and jump up to 8 feet in the air. As they run, they'll hold up their distinct white tails as flags to warn other deer of danger. You're most likely to encounter white-tailed deer around dawn and dusk—their prime foraging times.



Songbirds, Hawks & Waterfowl

A wide variety of bird species can be found within Hershey Gardens. Thanks to our variety of vegetation, as well as the numerous insects our plants and flowers attract, there's a food source for several different groups of birds.

By far the most common birds are songbirds—species that belong in the order *Passeriformes*. All songbirds have anisodactyl feet (3 toes forward, one toe backward) built for perching, and expert control over an organ called the syrinx, which allows them to sing. This includes finches, sparrows, wrens, crows, jays, bluebirds, cardinals, robins and more. The songbird group makes up 60% of all living bird species, so if it's small and flies fast—it's probably a songbird!

Songbirds can be found plucking seeds or berries from various plants or foraging in leaf litter for insects and grubs. During the winter, we supplement their dwindling food sources by placing feeders around the gardens, then remove them as trees and flowers begin to bloom. Our various trees and shrubs also provide ample nesting locations for these birds. Also, we've partnered with the Bluebird Society of Pennsylvania to place nest boxes at various locations on our grounds.

If songbirds are not your pace, then look to the sky to find a few of our local red-tailed and Cooper's hawks as well as several black or turkey vultures. As birds of prey, they're drawn to the many other species that live within the gardens, and have even nested in some of our trees.

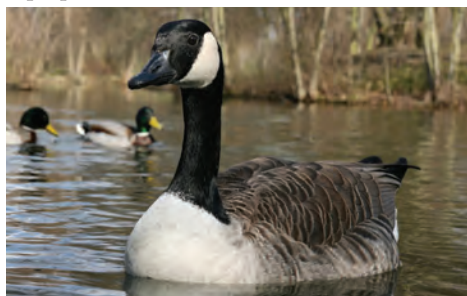
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Wildlife of Hershey Gardens continued from page 7



Red-tailed hawks are generalists and will eat anything from rabbits to snakes; they hunt and eat nearly every species found in the gardens except for our largest mammals. Cooper's hawks, on the other hand, are a bit more specialized for aerial hunting since their primary prey are songbirds.

The last bird category at the Gardens includes Canada geese, mallards and other waterfowl. These exist primarily at Swan Lake, the Japanese Pond, or the field in front of the Conservatory. These large-bodied birds are better suited for swimming than flying, but still find their way to the Gardens. Both Canada geese and mallards forage by "dabbling," meaning they tip upside down and use their head and bill



underwater to rip up aquatic plants or suck up insect larvae.



Green Frogs (*Rana clamitans*)

Green frogs are a common resident around the pond in the Hoop House and are a delight for younger guests. These medium-sized frogs are easily spotted, thanks to their bright green heads and large visible ears called tympanums. Green frogs live in and around inland freshwater sources like ponds, lakes, swamps, marshes and slow-moving rivers or streams. However, they've been known to disperse into wooded areas or meadows during rainstorms.

Like butterflies, green frogs undergo complete metamorphosis to mature. Eggs will hatch in late spring and begin their lives as spotted green tadpoles that feed mainly on algae. After 2 to 3 months, the tadpoles will sprout legs and gradually lose their tail. During this halfway phase—where they have four legs and a long tail—they're called froglets. Once they've fully lost their tail and their legs are fully functioning, they're adult frogs. However, many tadpoles will delay their transformation until the following year, and will bury them-

selves in mud for the winter. Adult frogs also survive the winter by burrowing under mud and slowing their metabolism via a process called "brumation," the reptile and amphibian equivalent of hibernation in mammals.

Once temperatures are warm enough—typically around May—the frogs and tadpoles will emerge again. The adult frogs are primarily carnivores and will hunt and eat various insects—like flies, caterpillars, butterflies and moths—and invertebrates—like slugs, snails and crayfish.

Although these frogs can be spotted all across the East Coast, you're more likely to hear them first. Green frogs can produce six different calls—some for breeding, some for territory defense, and some for alerting other frogs to a potential threat.



Eastern Garter Snakes (*Thamnophis sirtalis*)

Garter snakes are the most common snakes in North America. These medium-sized snakes typically grow to 2 to 3 feet in length, and can be found in nearly every U.S. state; Pennsylvania is home to Eastern garter snakes. Garter snakes are highly adaptable and can live in nearly every habitat as long as they have places to hide. They prefer moist, grassy environments near water sources, so they're another common visitor at the Hoop House.

Garter snakes eat a wide variety of small animals and invertebrates; they prey on worms, slugs, frogs, toads, tadpoles and salamanders, and will even catch crayfish and fish. Scientists have found that their saliva is slightly toxic to their prey, but there are very few reported incidents where humans have had any reaction to it. Despite their wide range of prey options, garter snakes are low-level predators that are often eaten by larger snakes, hawks, crows, snapping turtles, foxes and even sometimes squirrels.

Garter snakes have a reputation as harmless, and are respected as natural pest control in vegetable gardens. Like all animals, garter snakes can bite, but they are non-venomous and will quickly leave a stressful situation. As adept swimmers, they will often flee into a nearby body of water to escape predators or humans, but they can also disappear on land into grasses with the help of the stripes that run the full length of their body. If all else fails, they will musk—or release a foul-smelling secretion—if they're cornered or handled. I have my own pet garter snake at home, but he was unable to return to his home range and thus must remain in captivity. In most cases though, it's best to leave wild snakes alone.

Hershey Gardens & The Hershey Story Receive Grant To Bring Low-Income Students and Families to Visit

The M.S. Hershey Foundation received a \$100,000 grant from Truist Charitable Fund, a donor-advised fund administered by The Winston-Salem Foundation. The grant will fund student field trips from financially-challenged school districts, as well as provide free visits for local low-income students and their families.

"Many schools have been forced to eliminate field trips, so many of these students never get to experience a museum or botanical garden," said Amy Zeigler, senior director at The M.S. Hershey Foundation. "This grant will enable us to bring thousands of low-income students and families to experience Hershey Gardens and The Hershey Story Museum."

Eligible schools include Pennsylvania schools that have 75% or more students who are eligible for free- or reduced-price lunches under the National School Lunch program. These fully-funded field trips are part of the "Share the Story" and "Share the Gardens" scholarship program.

"Bringing these students to visit the Gardens and Museum isn't just an act of inclusion, it's an investment in unlocking their potential," said Zeigler. "Educational



equity is about ensuring that every child has the opportunity to thrive, regardless of their background or circumstance."

"Our purpose at Truist is to inspire and build better lives and communities," said Sarah Lesser, Central Pennsylvania Market President for Truist. "We're committed to our local communities and proud to support The M.S. Hershey Foundation in its effort to help students learn via experiential field trips to Hershey Gardens and The Hershey Story Museum."

How Hardy Are Your Annuals?

By Lois Miklas, Penn State Master Gardener, Lancaster County
and Retired Educator, The M.S. Hershey Foundation



Plants that we call annuals are the eye candy of a summer garden in Pennsylvania. They include flowers that we all know and love, such as petunias, sunflowers, and zinnias. Some annuals can withstand spring cold snaps and fall frosts, but not the heat of summer. Others will shine only when the summer heats up. Let's look at these in more depth so that you will be able to make more informed seed and plant purchases.

What is an annual?

An annual is defined as a plant that grows, flowers, sets seed, and dies within one growing season. But we also use many plants as annuals that would be considered perennials in a warmer climate—they simply do not live through the winter in our area.

What is a hardy plant?

Sometimes “hardy” is a word used to describe a plant that grows well and survives in adverse conditions. In the horticultural world, hardiness is technically a plant's ability to survive extreme winter and summer climactic conditions.

Hardy vs. tender annuals—what's the difference?

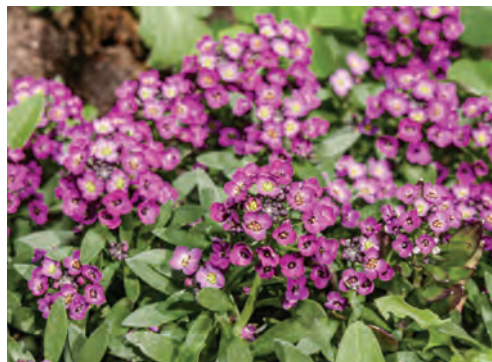
We define annuals as hardy if they can withstand light frost in winter and spring. On the other hand, a tender annual will be seriously damaged or killed by frost. Knowing the difference is important, because even if the weather seems to have warmed up in spring, a frost will kill tender annuals that have been set out too early. Hardy annuals will withstand frost, but may not be attractive when temperatures heat up. Here is a sampling of popular bedding plants and how they are categorized:



Pincushion flower (*Scabiosa*)



Zinnia (*Zinnia elegans*)



Sweet alyssum (*Lobularia maritima*)

Hardy annuals

Although some of these plants are technically perennials, they are traditionally grown as annuals here in Pennsylvania.

Bachelor button (*Centaurea cyanus*)
Bells of Ireland (*Moluccella laevis*)
Dusty miller (*Jacobaea maritima*)
Love-in-a-mist (*Nigella damascena*)
Pincushion flower (*Scabiosa*)
Pinks (*Dianthus*)
Pansy (*Viola × wittrockiana*)
Snapdragon (*Antirrhinum majus*)
Sweet alyssum (*Lobularia maritima*)
Sweet peas (*Lathyrus odoratus*)

Tender annuals

Here again, some of the plants on the tender annual list are actually perennials, but they will only grow year-round in a much warmer climate, so we treat them as annuals. Some, like sunflowers and marigolds, are true annuals.

Ageratum or floss flower (*Ageratum houstonianum*)
Begonia (*Begonia*)
Calibrachoa or million bells (*Calibrachoa*)
Coleus (*Coleus scutellarioides*)
Geranium (*Pelargonium × hybridum*)
Impatiens (*Impatiens walleriana*)
Impatiens, New Guinea (*Impatiens hawkeri*)
Lantana (*Lantana camara*)
Marigold (*Tagetes erecta*, *Tagetes patula*)
Petunia (*Petunia × hybrida*)
Sunflower (*Helianthus annuus*)
Zinnia (*Zinnia elegans*)



Sunflower (*Helianthus annuus*)



Coleus (*Coleus scutellarioides*)

When should you plant hardy vs. tender annuals?

Hardy annual seeds are best planted outdoors in fall, about six weeks before the first frost. If they are purchased as bedding plants, they can be planted in containers or beds outdoors in early spring.

If tender annuals are started as seeds indoors in the spring, start this process about four to six weeks before the last frost date. When planting tender annual seeds or plants outdoors, wait until danger of frost has passed. These are general guidelines. Seed packages will state more exact planting instructions.

The last frost date should be used for planning when to plant tender annuals. In Pennsylvania, the last frost date varies from the end of April through late May, depending on the location of your garden. This date is based on historical patterns. Pay attention to your near-term local weather forecast before planting outdoors. Forecasted frosts, high winds or heavy rains should delay planting.

Whether hardy or tender, annuals purchased as bedding plants should be hardened off before going from gentle indoor to harsh outdoor conditions. **For more information on this process, see the Penn State Extension article on Hardening Transplants.**

Do changes in the USDA Hardiness Zone Map affect annuals?

The USDA Hardiness Zone Map was revised in 2023 indicating that about half of our country is half a zone warmer than in 2012, including most of Pennsylvania. Since many annuals are actually perennials from a warmer climate zone, it is possible that a few of these annuals will more readily live longer in the fall and perhaps even through the winter. In particular, look for dusty miller, pansies and snapdragons to survive the cold. Of course, this also depends on the hardiness zone of your garden, the severity of a particular winter, and how protected the plants are from factors such as wind and extreme temperature fluctuations.

If in doubt about the first and last frost dates in your area or the growing requirements of a specific annual, consult the Penn State Master Gardeners' Garden Hotline in your county. They will have the facts necessary to answer your questions as well as the benefit of their own gardening experience.

MARK YOUR CALENDAR!

All activities below are included in admission; free for members, except where a cost is noted.

AMERICAN PUBLIC GARDENS ASSOCIATION

GO PUBLIC GARDENS

Join Us for Go Public Gardens Days!

May 10 through May 19 is “Go Public Gardens Week,” an initiative by the American Public Gardens Association to encourage the public to visit, value and volunteer at public gardens in their area and when they travel.

National Public Gardens Day

Friday, May 10 from 9 a.m. to 5 p.m.

Enjoy the height of springtime color and beauty! **Download this voucher** to receive 50% off admission on May 10 only.

Mother’s Day Weekend: Free Admission for Moms!

Saturday, May 11 and Sunday, May 12 from 9 a.m. to 5 p.m.

Enjoy food trucks from 10 a.m. – 3 p.m. (additional fee):

Sarah’s Creamery on Saturday and Sunday

Noel’s Café on Sunday only



On Sunday, see a variety of rhododendrons and azaleas from the Mason Dixon Chapter of the American Rhododendron Society on display in the Education Center in The Children’s Garden.



Susquehanna Iris Society Show

Saturday, May 18 from 9 a.m. to 5 p.m. in The Garden Cottage

Enjoy brilliantly colored irises and arrangements from members of the Susquehanna Iris Society. Knowledgeable members will be available to answer questions.

Father’s Day: Free Admission for Dads!

Sunday, June 16 from 9 a.m. to 6 p.m.

Bring dad to enjoy 3,000 roses in full bloom!



Zoology Zone Interactive Cart

Monday through Thursdays, June 17 through August 8 from 9:30 a.m. to 11:30 a.m.

Come meet some new “friends” at

the Zoology Zone Interactive Cart! The cart will be stationed in the Conservatory and will feature several small animals and arthropods, along with deceased butterfly specimens, that guests can touch and feel; staffed by Hershey Gardens Volunteers.

Rolls-Royce Owners’ Club Car Display at Hershey Gardens

Sunday, July 14 from 9 a.m. to 4 p.m.

View a stunning display of Rolls-Royces and Bentleys, and learn about their history from members of the Headquarters Region of the Rolls-Royce Owners’ Club. Vehicles will be parked inside Hershey Gardens, around Swan Lake. Included in admission; free for members.



“Daylilies: The Perfect Perennials” with Stuart Kendig

Saturday, July 27 from 10 a.m. to 12 p.m.

Join daylily hybridizer Stuart Kendig and discover why they are a great plant for your garden, learn exciting new colors and patterns, and following his presentation, learn how to properly dig up and divide daylilies with our garden crew and receive a unique daylily (estimated \$20 value) to take home.

\$30 for Hershey Gardens members; \$40 for non-members

Registration required here starting June 1; closes July 20



Gretna



Gretna Theatre Summer Kids Series

Saturday, August 4 at 1 p.m. and 3 p.m.

in The Children’s Garden Amphitheater

In the event of inclement weather, the performances will be held under the tent in the Milton & Catherine Hershey Conservatory.



Hershey Area Art Association Show & Sale

Friday, August 30 through Sunday, September 1 from 9 a.m. to 6 p.m.

Enjoy fabulous works of art at the “Blooming Art” display in the Milton & Catherine Hershey Conservatory.

Music in the Gardens

Thursday, June 20 from 6 to 8 p.m. and

Thursday, August 8 from 6 to 8 p.m.

Join us for two evenings of beautiful music in the Gardens! Guests are invited to bring their own beverages and snacks, as well as chairs or a blanket. The Butterfly Atrium will be closed. Regular admission rates apply; free for members.

Thursday, June 20 – Generations Big Band

Thursday, August 8 – Anthony Haubert Quartet



Sponsors:

Robert Ackerman | Robert & Linda Pugliese | Dr. Thomas Davis





BUG -O-Rama

INSECTS FROM AROUND THE WORLD

Bug-O-Rama
Sunday, September 8
from 10 a.m. to 3 p.m.

This year's expanded Bug-O-Rama will feature an array of unique insects from around the world, as well as small reptiles including snakes, lizards, frogs and geckos. Join us for this family-friendly hands-on day, and participate in a variety of fun bug activities with Penn State Entomology, Ryan the Bug Man and PA Bat Rescue, among others. [See the full schedule of events here.](#)

Pumpkin Palooza

October 19, 20, 26, 27 from 9 a.m. to 5 p.m.
 Check HersheyGardens.org for more details in the coming months!



Hershey Gardens Member Reception
Wednesday, September 25 from 4:30 to 6 p.m.
 Members, look for your invitation in the mail!

Bonsai Exhibit by Susquehanna Bonsai Club
September 25 through October 12
from 9 a.m. to 5 p.m. in the Hoop House



BONSAI: Living Art at Hershey Gardens

Marvel at a variety of bonsai specimens from the premiere bonsai club of the Susquehanna Valley.

Manada Conservancy presents "Climate Change and Penns Woods," with Greg Czarnecki
Thursday, September 26 at 7 p.m.

Join Greg Czarnecki, Director of Applied Climate Science with the Pennsylvania Department of Conservation and Natural Resources, to look at the current and projected impacts of climate change globally, in the U.S. and here in Pennsylvania. He will also relay how one state agency, DCNR, is adapting to climate change to minimize the impact on state parks, state forests and the natural resources of the Commonwealth. This program is free and open to the public. Please register by contacting Manada Conservancy at office@manada.org or 717.566.4122.



MANADA CONSERVANCY

Eco-Fiction Book Club

Join us! This group explores works of eco-fiction which could be nature-oriented (non-human oriented) or environment-oriented (human impacts on nature). Participants are encouraged to read each month's selection prior to the gathering to fully share in the discussion. Attend one, two or three meetings!



Friday, May 10 from 10 – 11:30 a.m.
California by Edan Lepucki

Friday, August 9 from 10 – 11:30 a.m.
Bewilderment: A Novel by Richard Powers

Friday, November 8 from 10 – 11:30 a.m.
The Botanist's Daughter by Kayte Nunn

Book selections for each month can be found at your local public library or at any major retailer. Meetings will be held in the Garden Cottage. Light refreshments will be provided. Please contact Vera Kolstrom to register: 717.508.5970 or velkolstrom@hersheygardens.org.

Healthy Steps Walking Program AT HERSHEY GARDENS



Get out, get healthy – and enjoy the beautiful views! Join Hershey Gardens' Healthy Steps Program, which is designed for all levels of walkers. Simply ask for your Walking Program punch card at your first visit. Bring it back every time you visit the Gardens to walk, and we'll punch your card. **For every 10 walks, you'll get a free pass to bring a friend to walk with you!**

Walkers can choose to pay per visit, or become a member. Memberships start at just \$50 for an individual.

Plus, as a **member**, you'll enjoy other benefits such as newsletters, discounts and an annual member reception.

Each lap around the Garden is approximately ¾ mile. Walkers can choose how far to walk each visit.

Happy walking!



HERSHEY THEATRE

34/25 BROADWAY SERIES

Subscriptions Now Available | Starting at \$193



Beetlejuice, The Musical

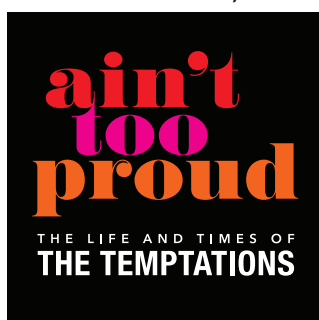
September 24 -29, 2024

He earned his stripes on Broadway... now the ghost-with-the-most is coming to Hershey.

It's showtime! Based on Tim Burton's dearly beloved film, this hilarious musical tells the story of Lydia Deetz, a strange and unusual teenager whose whole life changes when she meets a recently deceased couple and a demon with a thing for stripes. With an irreverent book, an astonishing set, and a score that's out of this Netherworld, *Beetlejuice* is "Screamingly Good Fun!" (*Variety*). And under its uproarious surface (six feet under, to be exact), it's a remarkably touching show about family, love, and making the most of every Day-O!

Ain't Too Proud

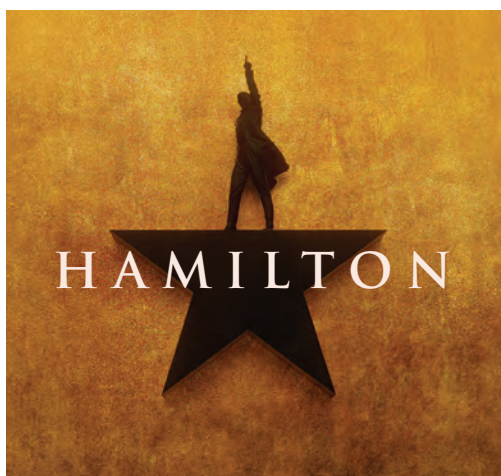
October 29 - November 3, 2024



Ain't Too Proud - The Life and Times of The Temptations is the electrifying smash-hit Broadway musical that follows The

Temptations' extraordinary journey from the streets of Detroit to the Rock & Roll Hall of Fame.

Nominated for 12 Tony® Awards and the winner of the 2019 Tony® Award for Best Choreography, it's a thrilling story of brotherhood, family, loyalty, and betrayal during a decade of civil unrest in America. Set to the beat of the group's treasured hits, including "My Girl," "Just My Imagination," "Get Ready," and "Papa Was a Rolling Stone," *Ain't Too Proud* tells the unforgettable story of the legendary quintet that *Billboard Magazine* named the greatest R&B group of all time.



HAMILTON

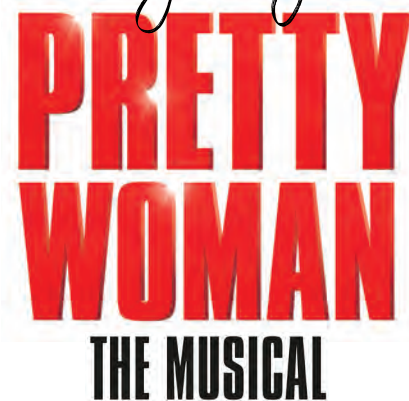
November 26 - December 8, 2024

A revolutionary story of passion, unstoppable ambition, and the dawn of a new nation.

Hamilton is the epic saga that follows the rise of Founding Father Alexander Hamilton as he fights for honor, love, and a legacy that would shape the course of a nation. Based on Ron Chernow's acclaimed biography and set to a score that blends hip-hop, jazz, R&B, and Broadway, *Hamilton* has had a profound impact on culture, politics, and education. *Hamilton* features book, music, and lyrics by Lin-Manuel Miranda, direction by Thomas

Kail, choreography by Andy Blankenbuehler, and musical supervision and orchestrations by Alex Lacamoire. In addition to its 11 Tony® Awards, it has won Grammy®, Olivier Awards, the Pulitzer Prize for Drama, and an unprecedented special citation from the Kennedy Center Honors.

*Big New Musical.
Big. Huge.*



Pretty Woman: The Musical

January 14 -19, 2025

Pretty Woman: The Musical, based on one of Hollywood's most beloved romantic stories of all time, springs to life with a powerhouse creative team led by two-time Tony® Award winning director and choreographer Jerry Mitchell (*Hairspray*, *Kinky Boots*, *Legally Blonde*).

Pretty Woman: The Musical features an original score by Grammy® winner Bryan Adams and Jim Vallance ("Summer of '69", "Heaven"), and a book by the movie's legendary director Garry Marshall and screenwriter J. F. Lawton. *Pretty Woman: The Musical* will lift your spirits and light up your heart. "If you love the movie, you'll love the musical!" (*BuzzFeed News*).

Are you ready to fall in love all over again?

For more information please visit HersheyTheatre.com



HERSHEY THEATRE APOLLO AWARDS



Sunday, May 19, 2024 at 7 p.m.

Celebrate the achievement of high school students in musical and play productions at the 16th annual Hershey Theatre Apollo Awards!

For tickets, visit HersheyTheatre.com

THE M.S. HERSHEY FOUNDATION

63 West Chocolate Avenue
Hershey, PA 17033 | 717.298.2200
MSHersheyFoundation.org

The M.S. Hershey Foundation is a 501(c)(3) non-profit educational and cultural organization.



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HERSHEY GARDENS

170 Hotel Road
Hershey, PA 17033
717.534.3492
HersheyGardens.org



THE HERSHEY STORY
THE MUSEUM ON CHOCOLATE AVENUE

63 W. Chocolate Avenue
Hershey, PA 17033
717.534.8939
HersheyStory.org



HERSHEY THEATRE

15 East Caracas Avenue
Hershey, PA 17033
717.534.3405
HersheyTheatre.com



HERSHEY COMMUNITY ARCHIVES

63 W. Chocolate Avenue
Hershey, PA 17033
717.533.1777
HersheyArchives.org



2024 OPERATING HOURS

THE HERSHEY STORY
THE MUSEUM ON CHOCOLATE AVENUE

Now through December 31: 9 a.m. to 5 p.m.*
(*December 24: 9 a.m. to 3 p.m.)
*Closed on Thanksgiving and Christmas Day.

HERSHEY GARDENS

Now through May 24: 9 a.m. to 5 p.m.
May 25 through September 2: 9 a.m. to 6 p.m.
September 3 through December 31: 9 a.m. to 5 p.m.*
(*December 24: 9 a.m. to 3 p.m.)
*Closed on Thanksgiving and Christmas Day.

Special Badge Workshops for Scouts

Join The Hershey Story Museum for these special badge workshops; \$18 per Scout and \$15 per leader/adult chaperone. Learn more and **register here**.



Cadette Girl Scout "Entrepreneur" Badge Workshop

Saturday, September 28 from 9:30 a.m. – 12:30 p.m.

Girl Scouts will work in teams to brainstorm ideas and create a chocolate confectionery product for a specific demographic, develop a business plan for their unique product, and then present their product and plan to the group.



Indian Lore Merit Badge Workshop for Scouts BSA

Saturday, October 26 from 9:30 a.m. – 2:15 p.m.

Scouts will complete all requirements for the Indian Lore merit badge through exploration of the museum's American Indian artifact collection. Activities include identifying the different American Indian cultural areas, creating replicas of American Indian objects, playing American Indian games, and learning the history of the Susquehannocks.

HERSHEY COMMUNITY ARCHIVES



Community Scanning Day

Saturday, September 21

10 a.m. – 1 p.m. at The Hershey Story

In celebration of Hershey Community Archives' 40th Anniversary

Preserve your treasured memories and be a part of Hershey history!

What is a Community Scanning Day?

- Bring us up to 5 of your most unique Hershey-related photos and documents.
- We will scan them on-site and immediately return your originals.
- You will receive a copy of the digital files, and another copy will be preserved in the Archives for future generations.
- Experts will be available on-site to advise participants on how to care for their materials.

This is a drop-in event; no registration required.

For more information, please contact us at contact@hersheyarchives.org or 717-533-1777.

JOIN US!

Milton Hershey Birthday Celebration at The Hershey Story Museum

Friday, September 13 from 2 to 5 p.m.

Join us as we celebrate Milton Hershey's 167th birthday! The community is invited to The Hershey Story Museum from 2 to 5 p.m. on Friday, September 13 to enjoy complimentary admission to the Museum Experience, including the new special exhibit. Plus, enjoy some sweet treats at the conclusion of your visit.

Please note: there will not be an outdoor birthday concert this year, due to construction at ChocolateTown Square Park.

