

THE LEGACY

NEWS from THE M.S. HERSHEY FOUNDATION

SPRING 2010

ISSUE 10

Hershey Gardens Launches New Program for Young Sprouts!

**Beginning Friday, May 28,
kids can discover and explore
all over the Gardens!**

Become an Adventurer!

Young visitors will love this interactive new way to explore the great outdoors. Geared to ages 4 – 11, this fun and challenging guide contains clues and hints to help them answer questions throughout the Gardens.



Successful Adventurers will select a sturdy, child-sized gardening tool to try out their newfound skills at home. \$9.95 per guide; \$7.95 for members.



**"What's happening
in the Gardens today?"**

Visit the S.H.E.D. to find out!



New this year - visitors to the Gardens can learn about the day's activities at the S.H.E.D. - the Summer Hub of Exploration & Discovery!

A fun and whimsical place, the S.H.E.D. will showcase everything the Gardens has to offer. So stop by this summer and discover Children's Garden activities, The Great Garden Adventure, what's in bloom, upcoming events, membership opportunities - and more!

New Exhibit "1968 in America" to Open at The Hershey Story

June 16 to October 20

1968 represents a compelling point in American history for those who lived through it and those who were born decades later. This national touring exhibit takes a close look at the pivotal events of that year, such as the Martin Luther King, Jr. and Senator Robert Kennedy assassinations, the zenith of the Beatles and Vietnam War protests on college campuses.

This was also a time of great change in Hershey. Explore The Hershey Company's decision to embark on its first national media advertising campaign. Learn about the enrollment of Milton Hershey School's first non-white students. Discover what led to the establishment of Penn State Milton S. Hershey Medical Center. Visitors will be able to experience this significant time and its effect on our local community through rarely seen video, artifacts and oral histories. Additional fee applies. *A Program of ExhibitsUSA, a national division of Mid-America Arts Alliance and The National Endowment for the Arts.*



And the award goes to...

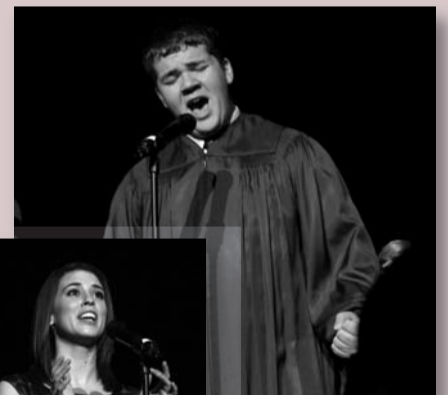
HERSHEY THEATRE Apollo AWARDS

Sunday, May 23 at 7 p.m.

**LOCAL HIGH SCHOOL THEATER
STARS STEAL THE SPOTLIGHT**



The curtain will rise at 7 p.m. on Sunday, May 23 for the Hershey Theatre Apollo Awards. This scholarship program recognizes excellence in local high school theater productions and applauds talented students in Dauphin, Cumberland and Lebanon counties, in addition to Elizabethtown Area High School.



Following a successful inaugural year, excitement is mounting for this year's live show.

The Broadway Tony Awards® style ceremony will include musical numbers by nominated casts and performances by lead actor and actress nominees.

Dennis Owens, abc27 news anchor, will return as master of ceremonies for this exhilarating evening honoring 18 high schools from across the region. Broadway and television performers with Central Pennsylvania roots will serve as presenters, as well as all 2009 student award recipients. "I am honored to present an award," says Brandon Hurd, Milton Hershey School graduate and 2009 Outstanding Actor in a Play. "Winning the award has been one of my proudest accomplishments."

Tickets start at just \$10 and are selling quickly! To purchase tickets, please call the Hershey Theatre Box Office at 717.534.3405.



Museum Conserves Native American Clothing

Numerous artifacts suffer from decades of display

For more than 70 years, three iconic figures stood watch in the Native American galleries at Hershey Museum. Created by the United States National Museum (now the Smithsonian Institution) for less than \$400, these figures were modeled after real people.

"Plenty Coups, a Crow chief, wore a bone breast plate. He was a celebrated warrior and leader who successfully negotiated retention of Crow lands and preserved their culture," said Valerie Seiber, collections manager. "The other figures were the Lakota-Sioux warrior and medicine man Kicking Bear, who carried a spear that was embellished with eagle feathers, and Walks-in-the-Rain, a Blackfoot woman who safeguarded her infant son in a beaded cradle board."



A swab soaked in ethanol is used to remove residue from the beadwork on a breastplate



A conservator uses a dry sponge to clean eagle feathers on a headdress

"70 years of light exposure, as well as temperature and humidity fluctuations, took their toll on these artifacts."

While thousands of visitors and school students visited these displays, 70 years of light exposure, as well as temperature and humidity fluctuations, took their toll on these artifacts.

When Hershey Museum closed in September 2008, the clothing and embellishments were removed from the mannequins and evaluated by a team of conservators. "While some of the damage was obvious, it was not until the painstaking work of disassembling the mannequins was complete that we had a better idea of what lay ahead,"



A conservator examines the bear claw necklace on Chief Plenty Coups

said Seiber. "Delicate dyed quill work had faded from vibrant red and blue to pale pink and gray. The glass beads on the bear claw necklaces and breast plate were suffering from glass disease, an irreversible condition that appears as a cloudy, white layer and causes 'crizzling' on the surface. In severe cases, the glass deteriorated and crumbled in our hands."

"Insects had damaged the wool lining of the two headdresses and weasel fur embellishments were all but destroyed," Seiber said. "Delicate silk ribbons were faded and torn and copper alloy bells had corroded."

Sixteen pieces are currently undergoing extensive cleaning and stabilization efforts at a local conservation lab. A very special exhibit highlighting pieces from the Native American collection is being planned for 2011. "We're looking forward to sharing some of these amazing pieces with visitors again," Seiber said. When not on exhibit, the artifacts will be housed in The Hershey Story's state-of-the-art on-site storage facility.

"Milton Hershey purchased this collection in the 1930s, so its preservation is a top priority for the museum," Seiber said. "This conservation effort will ensure the community can enjoy these wonderful artifacts for many years to come."



Blackfoot woman, Walks-in-the-Rain, prior to disassembly at Hershey Museum

Sweet New Classes at the Chocolate Lab

From chocolate bowls to flags, the Chocolate Lab is cookin' up some yummy new tricks to celebrate summer! Visitors to the Lab can make an edible and charming chocolate serving bowl. It's completely functional - if it's not eaten first!

Other summer fun will include the creation of a chocolate American flag during the Flag Day, Memorial Day and July 4th holidays. The popular classes "Planet Chocolate," "Chocolate By Design" and "Build-A-Bar" will also return.

Visit HersheyStory.org for more information and a full class schedule.



NEW FOR KIDS!

Deliciously Fun Summer Camp Programs at The Hershey Story

What's Cookin'?

Monday, June 21 – Friday, June 25
9 a.m. to noon each day
For ages 5-8

Kids, find out what's cookin' this summer at The Hershey Story through a week-long lineup of activities that combine chocolate, science and history. Start every day with an experience in the Chocolate Lab where you can use chocolate as an art form, mold summer shapes and engage in some friendly chocolate chip cookie competition. Search for little-known facts about Hershey in the museum and delve into the special exhibit "1968 in America" with some far-out crafts, such as tie-dyed t-shirts and lava lamps.

Cost: \$125 for non-members, \$100 for Hershey Story members. Please call 717.520.5722 to register.



Paint by Chocolate

June through August, morning and afternoon sessions
For pre-K through grade 5



What could be more fun than painting with chocolate? This summer, The Hershey Story will offer local camp groups the opportunity to find out! The fun begins when campers create a yummy take-home project where they'll use chocolate as paint. Kids will discover what ingredients go into making chocolate so delicious! The adventure continues with "MuseumQuest," a fun, interactive way for campers to learn about the many "stories" of Hershey.

Cost: \$11 per student; one free adult with every five students. Additional adults: \$15
Please call 717.520.5722 to register.



Be a Part of our Team!

Docent Volunteer Opportunities

What's better than working with children and chocolate? If you love history – and you have a few hours a week to dedicate to volunteering, then join our team as a Hershey Story docent! You'll be a valuable asset to the education department as you:

- provide assistance to school groups as they discover and learn in the Museum Experience
- provide walk-up lessons in the lobby with the mobile Chocolate Lab cart
- assist or instruct in the Chocolate Lab, where students use chocolate to learn about history, geography, economics and science.



Join us and share your talents, make new friends and give back to your community! To learn more about the docent program, please email volunteer@mshersheyfoundation.org or call the volunteer coordinator's office at 717.508.5958.

Righteous! Join us for a Groovy Hershey Story Members' Reception

Hershey Story members, grab your bell bottoms and love beads and be our guest on Tuesday, June 15 at 6:30 p.m. for a groovy preview of the new "outta sight" special exhibit "1968 in America."

Don't be a square - come hang loose with the acoustic rock tunes of Autumn Brew and enjoy some far-out snacks and funky drinks! Look for your invitation in May.

This hip, new exhibit will open to the public on Wednesday, June 16 and will run through October 20, 2010.



The Museum Seeks Curling Equipment from 1970s Country Club

The sport of curling seemed to dominate much of the 2010 Vancouver Winter Olympics. But did you know that curling was once a popular activity in Hershey? In fact, the 1970s Hershey Country Club logo featured a curling stone, as well as a hockey stick and a golf club.

The Hershey Story is looking for curling equipment such as stones, brooms or shoes, that was used at the Hershey Country Club. Please consider donating this equipment to the museum's permanent collection. Interested? Please contact Collections Manager Valerie Seiber at 717.508.1712 or vseiber@hersheystory.org. All donations are tax-deductible.



SUMMER CONCERT SERIES

Due to major construction at the intersection of Cocoa and Chocolate Avenues, The Hershey Story will not be presenting the "Kids Days" or evening jazz series this summer at ChocolateTown Square.

NEW EXECUTIVE DIRECTOR PROUD TO BE A PART OF HERSHEY HISTORY

The M.S. Hershey Foundation welcomes Don Papson as its new executive director.

"Don is a leader with extraordinary vision who will help the organization evolve and grow," Foundation Board President Raymond Gover said. "He's a particularly good fit for this position, as he and his family have a personal appreciation for Milton Hershey's legacy."

"Mr. Hershey gave my dad opportunities he might not have had otherwise."

"In 1931, my father, Christos Michael Papadopoulos, a Greek Cypriot immigrant, was waiting tables when he met Milton Hershey in New York City," Papson said. "Mr. Hershey invited my dad to become a waiter at his new hotel, The Hotel Hershey."

"My dad recognized a great man and a good opportunity," Papson said. "So he moved to Hershey and worked at the Hotel for eight years."

"His experiences there were life-changing," Papson said. His exposure to fine dining and international cuisine created remarkable opportunities for him when he enlisted in the Air Force in 1941."

"His knowledge of 'Hershey hospitality' be-

came his hallmark in the Air Force," Papson said. "My father set high service standards and created beautiful table decorations and place settings."

"From there, he went on to open a very successful restaurant in Lebanon - The Fireside, where he met my mother," Papson said. "Indeed, Mr. Hershey gave my dad opportunities he might not have had otherwise. For that, my family is grateful."

Papson, a long-time Hershey area resident, lives in Palmyra with his wife Judy. He comes to the Foundation with more than 30 years in leadership positions at The Hershey Company, where he retired as vice president of The Hershey Experience in 2006. He also served as president of the Harrisburg/Hershey/Carlisle Tourism & Convention Bureau, a member of the board of Penn-



Executive Director Don Papson greets a student

sylvania Dutch Visitors Bureau and the Museum of Scientific Discovery. Papson received his bachelor's degree in history from Gettysburg College and a master's degree in hotel administration from Cornell University.

As the executive director, Papson oversees the Foundation's operations, which include The Hershey Story, Hershey Gardens, Hershey Theatre, Hershey Community Archives and ChocolateTown Square.

Join us!

The Hershey Story's "Business Partners in Education Breakfast"

May 11 event will support educational programs

The Hershey Story invites members of the community to its 21st annual Business Breakfast to be held on Tuesday, May 11 at 7 a.m. at the Hershey Lodge.

This popular event, enjoyed by dozens of Central Pennsylvania businesses, features networking opportunities and a delicious breakfast, followed by this year's special guest speaker Robert Ortenzio, CEO of Select Medical Corporation.

The breakfast, sponsored by Hershey Entertainment & Resorts Company, benefits the museum's educational programs, which serve over 7,000 students each year.

"The proceeds from this event allow us to provide first-rate educational programs to schools at a reduced cost," said Mariella Trosko, director of education. "Keeping school program fees affordable gives more students the opportunity to learn about Milton Hershey - the man, the business, the town and school he created."



Tickets to the breakfast are \$100 and can be purchased prior to April 30 by calling 717.520.5581. Sponsorship opportunities are also available.

First-place winners of The Hershey Story's History Contest for Young Writers will be recognized in a special presentation at the breakfast. The winning entries are selected from nearly 500 submissions sent by public, private and

home-schooled students in Adams, Cumberland, Dauphin, Lancaster, Lebanon, Perry and York counties.

Winners are selected from grades 5 & 6 (Junior) and grades 7 & 8 (Senior). All are judged on content, style and creative approach as they present a factual account, fictional narrative or poem on a topic or person of interest from any historical era.

Each first-place winning student will receive an award certificate, a \$200 savings bond and a family member-

ship to The Hershey Story. Additionally, winning students will receive two Hersheypark tickets, courtesy of Hersheypark, and two 5-pound chocolate bars to share with their class, courtesy of The Hershey Company.

The 2010 History Contest for Young Writers is supported through the generosity of PNC Bank, The Patriot-News, Mid-State, Hershey Rotary, The Hershey Company and Hersheypark.

Bring on Spring!

Beauty blossoms at Hershey Gardens

Designed to offer beauty in every season, Hershey Gardens is constantly changing. This spring will offer wonderful new plants and ideas, while keeping old favorites too.

The Budding of Spring

Springtime blooms are in full swing! "There is something new blooming every week," said Barbara Whitcraft, horticulture specialist. "Some of my favorites are the succession of cherry, magnolia and crabapple trees. I also love the daffodils, fragrant hyacinth and other bulbs."

The native red maple trees, *Acer rubrum*, are one of the first trees to bud and bloom in April. "Their subtle red color is beautiful," said Whitcraft. "Many visitors come every year to see the emerging foliage of the Japanese Maples. Each cultivar has its own color, ranging from orange to red to a lime green. Their spring color is more intense than in fall."



The 2010 tulip newcomers are 'World Peace,' a Darwin Hybrid tulip that is red with gold edges and 'Louvre,' a purple late bloomer with fringed petals. "Both new tulip varieties are gorgeous," said Whitcraft.

Tulips are typically in bloom mid-April through early May.

"We usually have about three weeks of blooms, but if it's an unusually warm spring, it could be less," adds Whitcraft. "There are early and late bloomers; each variety is different."

Tulip-palooza!

Perhaps the most remarkable welcome to



spring is Hershey Gardens' dramatic display of 30,000 tulips. This year's display will be in the Square Garden. "Every three years we change the location to help control soil-borne diseases that can affect tulips," noted Whitcraft.

New "World Peace" tulip

Stop and Smell the Roses

The "queen of flowers" will be in full force at Hershey Gardens this summer, with peak bloom in June. "The Rose Garden, the historical highlight of Hershey Gardens, will be a sea of color,"



said Whitcraft. "Visitors appreciate its history as much as its beauty."

"We plant the All-America Rose Selection winners each year," said Whitcraft. This year's winner, 'Easy Does It,' features large, fragrant clusters in shades of orange, peach, pink and apricot. "It's disease resistant and quite vigorous...really a beautiful flower," adds Whitcraft.

Whether you're a rose enthusiast or simply enjoy their beauty and fragrance, you'll be dazzled by Hershey Gardens 5,600 roses representing 275 varieties.

The Colors of Summer

As fireworks are bursting in July, so are the dozens of varieties of annual flowers. The Square Garden will be "cool" with shades of blue, purple, pink and silver and the Fan Garden will feature a rainbow of color. "I found some great new Fuchsia and Cuphea cultivars to add to these areas," says Whitcraft.

Look for the 36" tall 'Royal Queen Purple' and 'Peachy Keen' *Ipomoea* with their handsome tubular flowers. "Along with the annuals, we'll be incorporating perennials and shrubs to add new textures and height," notes Whitcraft.



'Royal Queen Purple' *Ipomoea*

The Biergarten at Hershey Gardens

Sunday, April 25 from 1 – 4 p.m.

The Biergarten at Hershey Gardens returns for its fourth year! Celebrate this European tradition among 30,000 gorgeous blooming tulips. Sample beer from regional microbreweries as you enjoy live music and a "cooking with beer" seminar.

Admission is \$40 and includes a complimentary pilsner glass. Designated driver tickets available for \$15. Also, pre-order a "Beer Barrel" snack basket for two, which includes two commemorative bottle openers for \$15. Tickets are limited. Must be 21 or older to attend. A rain or shine event.

Hershey Gardens will close at noon for this event.



Tickets on sale now at
HersheyGardens.org
or by calling
717.508.5970

Participating Breweries

Appalachian Brewing Company
Harrisburg, PA

Troegs Brewing Company
Harrisburg, PA

Marzoni's Brick Oven & Brewing Company
Duncansville, PA

Lancaster Brewing Company
Lancaster, PA

Bullfrog Brewing Company
Williamsport, PA

Magic Hat Brewing Company
Burlington, VT

Yuengling Brewing Company
Pottsville, PA

Shock Top Brewing Company
St. Louis, MO

and more!

Hundreds of Butterflies. Thousands of Smiles.

The Butterfly House Opens on Friday, May 28

Flutter by Hershey Gardens' Butterfly House this summer! You'll be welcomed by 350 butterflies representing 25 varieties. See what they eat, where they lay their eggs and learn about their amazing life cycle.

Meet this year's butterfly newcomer, the *Siproeta stelenes* butterfly, commonly known as the malachite. "This spectacular butterfly has large 3" to 4" wings which are black and brilliant green on the uppersides and light brown and olive green on the undersides," said John Fortino, Butterfly House coordinator. "Like the monarch, the malachite butterfly is classified as a brush-footed butterfly since they have very small forelegs that are not very useful for walking."



The malachite butterfly is named for the mineral malachite, which is similar in color to the bright green on the butterfly's wings. It is found throughout Central America and northern South America, where it is one of the most common butterfly species.

The malachite's green chrysalis is somewhat similar in appearance to that of a monarch butterfly. Look for it in the chrysalis box at the Butterfly House.

Now in its 13th season, the Butterfly House opens on Friday, May 28. It is open daily, weather permitting, from 9 a.m. to 5 p.m. through September 12. In case of inclement weather, visitors are encouraged to call first: 717.534.3492.



The malachite butterfly



New This Year - See Butterflies Like Never Before!

The Butterfly House is aflutter with excitement! This spring, the Butterfly House will unveil a new overhead structure. Covered with mesh, the structure will be erected on the same base and will offer a key benefit: its new peak will be five feet lower than before, giving visitors a more up-close view of the butterflies.

"One of the disadvantages of the previous Butterfly House was that the butterflies would often hover at the highest point of the House," said John Fortino, Butterfly House coordinator. "This new, lower ceiling will give visitors, especially children, a spectacular vantage point."

A Day of Wines & Roses at Hershey Gardens Saturday, June 19 from 4 - 8 p.m.



Whether you love wine, gardens or fantastic cuisine, A Day of Wines & Roses has it all! Set among more than 5,600 fragrant roses, this popular event offers selections of Pennsylvania's best wines, as well as delicious food from area eateries. Enjoy live music as you learn the secrets of cooking with wine. Cheer on your favorite local celebrities as they try to out-stomp each other in the hilarious grape stomp competition.

To make your day complete, pre-order a picnic basket with a delicious array of bread, cheese and fruits for \$26 (for two) or \$32 (for four). Baskets must be ordered by June 11.

Admission is \$40 and includes a complimentary tasting glass. Tickets are limited. Must be 21 or older to attend. A rain or shine event.

Hershey Gardens will close at 3 p.m. for this event.



Participating Wineries

Tamanend Winery
Lancaster, PA

Brookmere Winery and Vineyard Inn
Belleville, PA

Cullari Vineyards
Hershey, PA

Winery at Wilcox
Wilcox, PA

Sand Castle Winery
Erwinna, PA

Allegro Vineyards
Brogue, PA

Chaddsford Winery
Chadds Ford, PA

Stonekeep Meadery
Birdsboro, PA

Shade Mountain Winery
Middleburg, PA

Mt. Hope Estate & Winery
Manheim, PA

Tickets on sale now at HersheyGardens.org
or by calling 717.508.5970.

There's a Lot "Growing On" at Hershey Gardens!

For more information, please visit HersheyGardens.org

Sunday, May 9, 9 a.m. to 5 p.m.

Mother's Day

Moms admitted free!



Friday, May 28, 9 a.m.

The Butterfly House opens for the season

Sunday, June 13, 1 to 4 p.m.

New! A Whimsical Day of Fairies and Flowers

A magical way to spend the day! Children are encouraged to come dressed in their favorite fairy costume and enjoy searching for Fairy Doors that reveal the many fairies that make Hershey Gardens their home. Children will also make their own magic wand and a Fairy Garden to attract fairies to their own home. Just \$7 per child, plus regular admission rates. Tickets are limited. Registration is required by purchasing tickets at HersheyGardens.org or by calling 717.508.5970.



Sunday, June 20, 9 a.m. to 5 p.m.

Father's Day

Dads admitted free!



Sunday, July 4, 6:30 to 10 p.m.

Star-Spangled Picnic

Join us for an all-American cookout and celebrate Independence Day among thousands of flowers bursting with blooms! Activities include private access to the Gardens, a catered picnic, family entertainment and parking privileges. An exclusive fireworks viewing area will be reserved outside the Gardens for attendees of this event. Hershey Gardens will close to the public at 5 p.m. for this event. In the case of inclement weather, the picnic will move to the rain date designated for the fireworks. \$25 for adults (\$20 for members), \$15 for juniors (\$14 for members). Advance registration is required by purchasing tickets at HersheyGardens.org or by calling 717.508.5970.

Saturday, July 17, 10 a.m. to noon

The Butterfly Festival

Join us to learn about butterflies and their fascinating lifecycle, plus participate in butterfly crafts and games.



Sunday, September 12, 9 a.m. to 5 p.m.

Gardenfest

Free admission!



For the Birds – A Birdhouse Exhibit

May 1 – September 26

Hershey Gardens is going to the birds - and you're invited!

Whether you're the creative type or a bird enthusiast, you'll love this eclectic display of handcrafted birdhouses. Bring the whole family to learn about Pennsylvania birds and the types of houses they use. All exhibited birdhouses will be judged in one of three categories and four age divisions. You can even vote for your favorite and help choose the "People's Choice" winner.



Birdhouse categories:

Whimsical - Can be imaginative and creative, but non-toxic

Functional - Must meet specific requirements for the intended species

"Green" - Must include non-toxic recycled and/or natural materials

Divisions:

Youth – ages 5 to 9 years

Junior – ages 10 to 17 years

Adult – 18 years and over

Business or Association



GIRL SCOUT DAY

In conjunction with Hershey Gardens' "For the Birds" exhibit, special permission from the Girl Scouts has been given to offer this out-of-council "try-it" and Junior badge.

Brownie Try-it

Saturday, May 1 from 9:30 to 11:00 a.m.

Explore the world of backyard birds by learning fun bird facts while identifying the birds who call Hershey Gardens home. Brownies will learn about bird habitats and create a home to help attract birds to their own backyard.

Junior Badge

Saturday, May 1 from 12:30 to 2:30 p.m.

Discover how birds use their beaks and feet while identifying which birds live in Hershey Gardens. Juniors will learn about bird habitats while creating a new home and feeding station to help attract them at home.

Fee: \$7.25, includes badge or try-it

Adults: \$9.00

Registration is required for both programs. Register with the Girl Scouts in the Heart of PA at www.gshpa.org. Only registered Girl Scouts and adult chaperones may attend the program.



2010-2011 HERSHEY THEATRE SEASON WILL SIZZLE!

Hershey Theatre is proud to present a spectacular fall and winter season...including more Broadway than ever!

The Broadway Series

- Blue Man Group**, October 19 – 24, 2010
- South Pacific**, November 30 – December 5, 2010
- In the Heights**, March 1 – 6, 2011
- HAIR**, April 12 – 17, 2011

Plus, these Broadway favorites:

- Chicago**, September 23 – 26, 2010
- Monty Python's Spamalot**, November 5 – 6, 2010
- Oprah Winfrey presents **The Color Purple**, February 25 – 26, 2011

Other great shows:

- Michael Jackson Experience**, June 26, 2010
- The Wiggles**, August 20, 2010
- Celtic Thunder**, October 13, 2010
- Anthony Bourdain**, November 10, 2010
- Garrison Keillor**, November 16, 2010
- A Christmas Carol**, December 9, 2010
- Ten Tenors**, December 11, 2010
- Handel's Messiah Rocks**, December 22 – 23, 2010



Blue Man Group



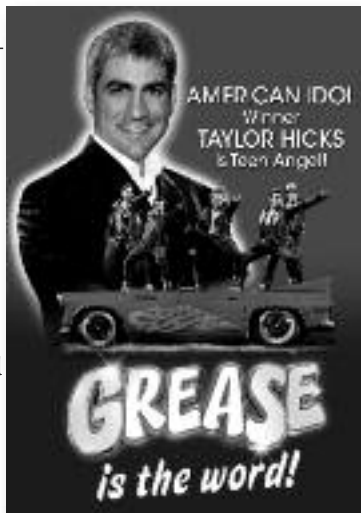
Garrison Keillor

Information will be mailed to current subscribers at the end of April. For more information, visit HersheyTheatre.com or call the Box Office at 717.534.3405.

See the Hits this Spring and Summer!

The new Broadway production of the Tony Award® nominated musical **GREASE**™ is headed to Hershey Theatre April 20 through April 25. With his trademark steely hair and harmonica, "American Idol" season five winner Taylor Hicks will be featured as "Teen Angel."

GREASE has been a favorite of generations of young people since it opened on Broadway in 1972. The 1978 movie starring John Travolta and Olivia Newton-John in the lead roles of "Danny" and "Sandy" continues to be seen in movie theaters and on televisions today.



Lord of the Dance

is coming on May 1! More than 100 million people worldwide have seen this international Irish dancing extravaganza that has performed sold out shows in over 67 countries. This mesmerizing blend of traditional and modern Celtic music and dance is played out over 21 scenes on a grand scale of precision dancing, dramatic music, colorful costumes and state-of-the-art staging and lighting.



Doo Wop Rocks starring Donny Most will ignite the stage on April 30 at 8 p.m. Donny Most (Ralph Malph from "Happy Days") will host and perform, along with several popular groups from the Doo Wop era. Acts confirmed to appear include: The Jive Five (My True Story), Barbara Harris and The Toys (Lover's Concerto), The Legendary Paragons, George Galfo's Mystics, Cathy Jean and The Roommates, Johnny and Joe, and 12-year-old singing sensation Kayla Starr. In addition to attending the performance, a meet and greet package is available. Contact the Hershey Theatre Box Office at 717.534.3405 or visit HersheyTheatre.com for more information.



CATS will pounce onto the Hershey Theatre stage for five performances July 30 through August 1. The only production in North America sanctioned by Andrew Lloyd Webber, this is the **CATS** credited with the British invasion of Broadway. The national tour recently celebrated its 27th anniversary season, holding its place as the longest continuously touring Broadway musical in history.

Based on T.S. Eliot's "Old Possum's Book of Practical Cats," **CATS** won seven 1983 Tony Awards including Best Musical, Best Book of a Musical, Best Lighting and Best Costumes. On June 19, 1997, it became the longest running musical on Broadway. It ended an 18-year run on September 10, 2000 with 7,485 performances.

For tickets, call the Hershey Theatre Box Office at 717.534.3405 or visit HersheyTheatre.com

Hershey Theatre Enters the Age of Ticketless Events

Many organizations strive to save time and money whenever possible. Certainly the entertainment industry's new "ticketless" concerts do just that, but the larger reason is to undermine scalpers. Ticket scalpers buy tickets to an event and resell them for more than they paid for them. Instead of fans buying tickets, scalpers buy them in large chunks and resell the tickets in secondary markets. As a consequence, these tickets are priced at hundreds of dollars above face value, keeping many fans out of seats. In an effort to combat ticket scalpers, there is a move to use a new ticketless system.

How does it work? Instead of receiving tickets in advance of the event, the credit card used to make the purchase serves as the ticket. All the customer needs to attend the show is the credit card used to purchase the ticket and a valid government-issued ID.

Hershey Theatre introduced this system at the April 3 evening Trans-Siberian Orchestra



concert. This tour included only theaters and intimate venues, fulfilling the band's desire to get closer to their loyal fans. The fans moved quickly when tickets went on sale – 621 tickets were sold within the first 15 minutes!

Trans-Siberian Orchestra wanted the tickets to go directly to their fans, keeping the tickets out of the hands of ticket scalpers. As a result, the show became a paperless ticket event.

Ticketmaster's paperless ticket delivery system has enabled more than one million fans to purchase tickets and attend live events – without a paper ticket. 2009 marked the first 100% paperless arena tour, the North American leg of Miley Cyrus's sell-out Wonder World tour. Artists and venues are using paperless ticketing in an effort to ensure that fans can purchase tickets at the price initially set for the event.

The downside of paperless ticketing is that they are not transferable, and the person who buys the tickets must be the person who comes to the show. The credit card used to purchase the tickets and a photo ID that matches that credit card must be shown to enter the event.

If you have any questions about future Hershey Theatre paperless ticketing events, please call the Box Office at 717.534.3405 or visit Ticketmaster.com/paperless.

Encore! Summer Youth Workshops at Hershey Theatre



There's no business like show business this summer at Hershey Theatre, where students will take to the stage in a variety of theater-themed camps.

Half-day workshops are \$25; full-day workshops are \$50 and include snacks and drinks. Full-day students should bring a packed lunch. For more information or to register, please call 717.533.6299.

For students grades 7-12
Monday, July 19 from 10 a.m. to 4 p.m.
"Cast of Characters"

Aspiring young actors will learn the skill of character creation and development in this unique camp. Students will challenge their imaginations as they create a character using only a nameless photograph. Families are invited to enjoy the results at an end-of-day performance.

For students grades 3-6
Tuesday, July 20 from 10 a.m. to 4 p.m.
"Green with Envy"

Open a mixed bag full of bottles, cartons, paper and plastic and what do you have? Costumes, props and set materials for your very own play! Students will use only recyclable products to "go green" in this fun new camp.

For students grades 3-6
Wednesday, July 21 from 9 a.m. to noon
"Masked Parade"

Students will explore the origin and tradition of drama masks and use their unique personalities to create a mask of their own. The day will culminate with a parade to display students' individual creations.

For students grades 3-6
Wednesday, July 21 from 1 to 4 p.m.
"Can't I Mime?"

Students will practice communicating without talking and then present a "silent" show for their families during this introduction to pantomime and non-verbal communication.

For students grades 9-12
Thursday, July 22 from 10 a.m. to 4 p.m.
"Sing Me a Story"

Designed for the serious musical theater student, this workshop combines voice coaching, dramatic performance reviews and audition tips from theater professionals. Students will provide musical pieces of their choice prior to the workshop.



JOIN US! Free lecture on historic Aeolian-Skinner organ Sunday, June 20 at 2 p.m. at Hershey Theatre

In 1933, Hershey Theatre was dedicated as part of the town's new Community Center. From floor to ceiling it was a magnificent theater for the community, presenting a broad range of entertainment.

As was expected of such a grand performance hall, Milton Hershey wanted an organ that would match the Theatre's elegant design. After consulting with several fine musicians, his selection was a four-manual, 78-rank Aeolian-Skinner concert organ. The organ's 4,715 pipes and 25 bells were concealed behind the French doors of the front balconies facing either side of the stage.

This historic organ is still part of Hershey Theatre today and is enjoyed at various performances throughout the year.

Many guests have inquired about the organ, its origins and workings. Dan Umholtz, the Theatre's youngest organist, is offering a free lecture on Sunday, June 20 at 2 p.m. where guests can learn more about this fabulous organ. Umholtz will speak about the history of pipe organs, as well as specific information about the Theatre's organ. He will also offer demonstrations and finish with a 30-minute concert.

Umholtz, age 19, began his musical training at the age of 5 when he began to study the piano. "I always had a strong interest in performing on the organ, and was curious about the 'behind the scenes' workings of an organ," said Umholtz. "So I began organ lessons with my father at age 10."

A student at Harrisburg Area Community College, Umholtz is also an intern with the Hershey Theatre Education Department.



Hershey Theatre Classic Films Focus on 1968

In combination with The Hershey Story's special exhibit "1968 in America," Hershey Theatre's Classic Film Series features a special summer edition. Hollywood filmmakers were fascinated with this period in history and continued to examine its riveting themes long after it ended. The following films offer a penetrating look at America during the conflicted era of protest and peace, love and war. Tickets are \$7 for the film or \$10 including admission to "1968 in America" at The Hershey Story.

Sunday, July 25 at 2 p.m.

Guess Who's Coming to Dinner?

Starring Spencer Tracy, Katharine Hepburn, Sidney Poitier, Katharine Houghton and Isabel Sanford, this was labeled a contemporary love story in 1968. A liberal San Francisco couple are challenged when their daughter brings home a fiancé after a whirlwind romance. The young man appears to be an ideal choice - he's a handsome, well-dressed and highly respected doctor with impeccable manners - and he is black. Rated PG.



Sunday, August 15 at 2 p.m.

Easy Rider

In this iconic 60's film, Peter Fonda and Dennis Hopper star as two counterculture bikers traveling from Los Angeles to New Orleans in search of America. Rated R.



New! Popular Benefit Extended to all Hershey Theatre Guild Members

Hershey Theatre is pleased to extend early access to the Theatre's Mezzanine Lobby before every Broadway Series Show to all members of the Guild.



"Members and their guests will have access to the Mezzanine Lobby, the cloakroom and restrooms one hour before show time, which is about 30 minutes before the general audience," said Barbara Latz, membership specialist. "A cash bar will also be available."



"This is a terrific benefit of being a part of the Guild," Latz said. "Members can enter the Theatre before the general public, which allows them to hang their coat and enjoy a beverage before others arrive."

Other Guild benefits include a special reception, presale offers, reserved parking and much more. All levels are tax-deductible and last for one year - so join today! To learn more, please visit HersheyTheatre.com or call 717.520.5581.

"Celebrating People in Action"

The Foundation Salutes its Volunteers

During National Volunteer Week, April 18 -24, The M.S. Hershey Foundation will join other non-profits around the country to gratefully acknowledge more than 600 individuals who volunteer at Hershey Gardens, Hershey Theatre, The Hershey Story and Hershey Community Archives.

This year's theme, Celebrating People in Action, presents an opportunity for individuals, families, non-profit organizations and government entities alike to celebrate ordinary people who accomplish extraordinary things through service. National Volunteer Week embodies the energy and power volunteers evoke on a daily basis as they lead by example-not only encouraging the people they help, but motivating others to serve as well.



"This week honors those who dedicate themselves to taking action and bettering their communities," said Debbie DiNunzio, volunteer coordinator for The M.S. Hershey

Foundation. "It's also about inspiring, recognizing and encouraging people to seek imaginative ways to engage in their communities — to put themselves at the center of social change."

This year, the Foundation partnered with HandsOn Network and Disney Parks for a new initiative that has taken the volunteer world by storm, entitled *Give A Day. Get A Disney Day*. Started in January 2010, the goal is to inspire one million people to volunteer this year. As of February 15, over 600,000 volunteers have served nationally. While this first-of-its-kind program is a celebration of the spirit and power of volunteerism, its impact is being felt across the nation and here in Hershey. "There have been 180 inquiries due to this program, and we have scheduled 83 new volunteers," said DiNunzio.

According to Lois Miklas, public programs specialist at The Hershey Story, several new volunteers stepped forward to help with a special valentine workshop. "They really enjoyed themselves," said Miklas. "They even said that getting a Disney ticket was just an extra bonus!"

A second-time volunteer group "Students Today, Leaders Forever" brought college students to Hershey Gardens as they volunteered across America. "There were 42 students, as well as our usual volunteers. They cut back roses, which saved the staff about two weeks of work," said Jamie Shiffer, manager of horticulture and grounds. "We couldn't thank them enough."

The M.S. Hershey Foundation has seen a steady increase in volunteerism over the past few

years. "Our volunteer program is perfect for those with a love of learning and giving back to their community," said DiNunzio. "Volunteers are a vital asset to our team."



**Interested in volunteering with
The M.S. Hershey Foundation?
Please call 717.508.5958 or
emailvolunteer@mshersheyfoundation.org**

The Archives Explores Hershey's First National Advertising Campaign: The Great American Chocolate Bar

While it is well-known that Hershey Chocolate didn't launch its first national consumer advertising campaign until 1970, the story of the campaign's development and the people behind it is less familiar. The Hershey Community Archives recently added another important piece of the story when an oral history interview was conducted with Billings Fuess, the man who created two of Hershey's most successful advertising slogans.

"For over 100 years, people have been enjoying Hershey's Milk Chocolate," said Pam Whitenack, director of the Hershey Community Archives. "Since its introduction in 1900, it has been the leading milk chocolate bar in the United States. This remarkable accomplishment was achieved in spite of the fact that, unlike other confectionery companies, Hershey did not market its products directly to the consumer with national media campaigns."

Prior to 1970, Hershey promoted its products through in-store point-of-purchase displays, window displays and promotions to the wholesale and trade customer. However, the confectionery industry was changing in the 1960s. "During this time, other confectionery companies such as M&M/Mars began escalating its marketing and advertising efforts, resulting in increased sales," Whitenack said. "Hershey was beginning to lose market share and needed to adapt its advertising strategy in order to ensure its continuing success."

Men with marketing expertise including John Rawley, Jack Dowd, Gary McQuaid and Bill Suhring were hired during the 1960s to develop Hershey's first marketing department. The new department began by conducting mar-



Remember your first Hershey Bar?

You probably got it from your mother, who probably got her first from her mother. And every one of you experienced the same great taste of Hershey's Milk Chocolate. Or Milk Chocolate with Almonds. Now isn't that a nice thing to pass on to your children?
Hershey. The Great American Chocolate Bar.

ket research and planning the company's advertising strategy.

In 1968, with market research in hand, Hershey was ready to invest in media advertising. The company turned to Ogilvy & Mather, a well-known New York advertising agency, whose creative team developed a number of concepts to pitch to their new client. Billings Fuess, Ogilvy & Mather's creative director, was inspired by his love of Hershey's Milk Chocolate, believing that it was superior to European milk chocolate:

I had the idea for "The Great American Chocolate Bar" because I knew there was a lot of wonderful history behind Hershey. I also liked Hershey bars and they were a heck of a lot better than their competition from Switzerland. And I wanted to give them a dig and say the great AMERICAN chocolate bar.

Along with the slogan, Fuess also developed the concept for the first television commercials. He wanted the commercials to express the personal relationships nurtured by the shared enjoyment of Hershey's Milk Chocolate. His strategy was to "build upon the marvelous reminiscences of people and what the Hershey bar means to most people and the fact that it's American and it tastes so good and there's something wondrous about a little child eating it and sharing it with his parents. . . . [T]he idea of a father with his son on his shoulders and the son tears open the Hershey bar, eats some and gives some to his father as he's walking down the street."

In addition to the Hershey's Milk Chocolate bar campaign, Hershey asked Ogilvy & Mather to develop campaigns for Reese's Peanut Butter Cups and Hershey's Instant, a chocolate milk mix. Fuess also came up with the Reese's campaign slogan: "Two Great Tastes that Taste Great Together."

Unlike Hershey's Milk Chocolate, Reese's Peanut Butter Cups were not well-known outside of the mid-Atlantic region. "Fuess said that at the time people did not find the combination of peanut butter and chocolate instantly appealing," said Whitenack. The advertising campaign therefore focused on selling consumers on the flavor combination. In his interview, Fuess related how the campaign concept was developed:

The big hurdle was to get people to think about how good tasting this combination was.

So we developed an idea about how do we get people to understand these two things taste good together. So I went to work on a song and it was "You got two great tastes in one candy bar; Reese's Peanut Butter Cup." And then we developed a little vignette that started off with a boy, a young high school kid, running up stairs, and he was eating a chocolate bar. Another boy was rushing downstairs, and don't ask me, there was a little suspension of disbelief here, 'cause the other guy was spooning out peanut butter and they bump into each other and they get up and they look and "Hey, you got chocolate in my peanut butter."
"Hey, you got peanut butter in my chocolate bar."
And they both—he licked the spoon and the other guy ate the bar "Hey, that tastes pretty good."
And that's what we did for the first introductory period and it seemed to get people interested in trying the taste.



"The advertising concepts for both Hershey's Milk Chocolate and Reese's Peanut Butter Cups were so successful that Hershey continued to build marketing campaigns based on these approaches for the next three decades," Whitenack said.

Learn more little-known facts about Hershey advertising in 1968 at The Hershey Story's newest exhibit: "1968 in America," opening June 16. Read more on page 1.



The "storyboard" used by Ogilvy & Mather for Hershey's first commercial for Reese's Peanut Butter Cups, which featured a collision of peanut butter and chocolate



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SAVE THE DATE!

Cultural Expressions

celebrating

The M.S. Hershey Foundation's 75th Anniversary

Benefitting the Gateway to Education Fund

Saturday, October 2 at 6 p.m.

Be our guest at the Foundation's 75th anniversary celebration! This year's Cultural Expressions event, a progressive dinner party, will take guests to some of Hershey's legacy landmarks.

First, embark on the historic Hershey Trolley for a narrated tour through Hershey Gardens, then enjoy beverages and hors d'oeuvres at Mr. Hershey's home, High Point Mansion.

An elegant dinner awaits you at your next stop, The Hershey Story, where you'll enjoy musical entertainment as you dine in the Grand Lobby.

Your final destination is Milton Hershey's Show Palace, Hershey Theatre. This majestic place is perfect to enjoy decadent desserts as you listen to live music.

Mark your calendars now - you won't want to miss this inaugural event! Only 120 tickets will be available. Members, look for your invitation in the mail in early September.



Become a Member and Enjoy A Year of Benefits!

Become a member of Hershey Gardens, Hershey Theatre or The Hershey Story and experience many exclusive member-only benefits, such as...



- Free admission
- Discounts on Gift Shop items
- Invitations to member receptions
- Discounts on select family programs



- Free admission to the Museum Experience
- Discounts at Museum Shop and Cafe Zooka
- Vouchers to Chocolate Lab
- Invitations to previews and member receptions



- Member-only access to Mezzanine Lobby before Broadway Shows
- Your name in house program
- Email notification of select pre-sale offers

A variety of membership levels are available.

Please visit the website for more information or call 717.520.5581.

Memberships make great gifts!

HersheyGardens.org

| HersheyStory.org

| HersheyTheatre.com

Hershey Community Archives Relocates to The Hershey Story

New location offers improved community visibility and access

For 25 years, the Hershey Community Archives has collected, preserved and made available the materials of Milton Hershey and his legacies. The Archives, which has over 5,400,000 pieces in its collection, has recently moved from the first level of the Hershey Consolidated School to The Hershey Story, The Museum on Chocolate Avenue.

"The Hershey Story and Hershey Community Archives share a commitment to protect and provide access to the materials that document the many stories of Hershey," said Pam Whitenack, director of the Archives. "Being located in the same building will enhance our synergy and make it easier for researchers to utilize our materials."



The entire Archives collection was moved to The Hershey Story's state-of-the-art collection storage room on the lower level. A reading room, complete with a specialized historical library and access to collection databases, is also located on the lower level.

The Archives will continue its community outreach through public programs, exhibits and articles in local publications, as well as acquire and preserve the records of community organizations and businesses. The Archives serves the community by providing access to historical records that document Hershey's rich history,

conducting oral history interviews with employees and community residents, offering presentations and educational programming, and representing the entities at public speaking events.



Milton Hershey business card, ca 1876-1880