



## **The Stories Behind Chocolate Town, U.S.A.**

When Milton S. Hershey opened **Hersheypark** in 1907 as a shady retreat where his chocolate factory workers could picnic, boat and canoe, the seeds were sown for what would become one of America's leading, family-friendly vacation destinations.

Hershey is located in the rolling hills of central Pennsylvania's Derry Township and is conveniently located within driving distance of most major East Coast cities, including New York, Philadelphia, Baltimore and Washington. Mr. Hershey himself was born in the region and returned to build his empire, noting the area's large supplies of fresh milk and friendly, hardworking people.

Success inspired a profound sense of moral responsibility and benevolence in Mr. Hershey that resulted in grand ambitions beyond chocolate making. Visitors to the destination continue to enjoy the results of his generosity to this day. Among the highlights of the town are the following:

### **Hersheypark**

**Hersheypark** has grown into a world-class theme park while retaining the charm and character that marked its beginnings in 1907. The sentiment expressed in a sign over the original outdoor theater, "Ye who enter here leave dull cares behind," still rings true. Today **Hersheypark** is recognized as a clean and green theme park that boasts more than 60 rides and attractions, including 10 roller coasters, more than 20 rides designed especially for children, live entertainment, and an all-new water-play area located right within the Park.

### *ZooAmerica North American Wildlife Park*

An avid traveler, Mr. Hershey was enthralled with the animals he observed in Africa, Asia and Europe. This passion led to the opening of The Hershey Zoo in 1916. At that time, it was one of the largest private collections in the country, showcasing bears, deer, elk, angora goats, a lioness, llamas, monkeys, owls, pelicans, Shetland ponies, prairie dogs and zebras among its inhabitants. Today **ZooAmerica**, located adjacent to Hersheypark, continues to delight and educate guests with its collection of more than 200 animals native to North America.

### *The Hotel Hershey*

At the height of the Great Depression in 1930, Mr. Hershey proposed the extraordinary: he would build a hotel in the grand style of the hotels he and his wife Catherine had experienced in the Mediterranean. His confidence in the destination and his optimism in the economic recovery of America put 600 steelworkers, masons, carpenters, and other craftsman and laborers to work during a time when there were few jobs. In 1933 **The Hotel Hershey** opened to great fanfare, and its Circular Dining Room was recognized for its unique ability to ensure that a view was had from every table. The Circular Dining Room remains **The Hotel Hershey's** fine dining room, and the legacy of quality and commitment continues at the landmark property.

### *Hershey Lodge*

As tourism grew, so did the need for additional rooms. With its beginnings as the Hershey Motor Lodge, the warm and welcoming **Hershey Lodge** reigns as the largest convention resort between Pittsburgh and Philadelphia. With a reputation for gracious service and excellent accommodations, it has played host to major events and is a family-friendly property with services and amenities fitting for both group and leisure guests year round.

## *Golf*

Recreation was important to Mr. Hershey, an avid sportsman himself, and he wanted to offer his community the best facilities possible. He designed and opened the **Hershey** Country Club in 1930, which has since seen legendary golf heroes grace its fairways, including Byron Nelson, Jack Nicklaus, Arnold Palmer, Sam Snead, and former club pros and World Golf Hall of Fame members Ben Hogan and Henry Picard. The **Hershey** Country Club includes two 18-hole courses, the East Course and West Course. **Spring Creek Golf Course**, a nine-hole course especially designed for junior players, underwent renovations in 2006 and is also located right in town.

## *The Hershey Legacy*

The legacy left by Mr. Hershey permeates everyday life in Hershey and today includes the Milton Hershey School, which began in 1909 as a school for orphaned boys and today provides both a home and an education for 1,500 boys and girls.

In addition, the M.S. Hershey Foundation is a small, private, charitable foundation that provides educational and cultural opportunities for local residents. It supports Hershey Gardens, Hershey Museum, Hershey Theatre and the Hershey Community Archives.

It's undisputable that Mr. Hershey's formula for milk chocolate transformed an industry, but equally great was his enduring belief in the American dream and his unwavering sense of community and philanthropy that created the destination we enjoy today. For reasons both literal and figurative, the town of Hershey has earned its nickname, "**The Sweetest Place On Earth.**"