



### **Media Contacts:**

Anna Lingeris

717.534.4874

[alingeris@hersheys.com](mailto:alingeris@hersheys.com)

Stephanie Florence

630.916.3042

[stephanie@jsha.com](mailto:stephanie@jsha.com)

## **Create Your Own Candy Bar Fact Sheet**

Create Your Own Candy Bar, the latest *Hershey's Chocolate World*® attraction, is an interactive, hands-on experience that immerses guests in the candy bar creation process. For the first time, Hershey will allow visitors to select their favorite candy bar ingredients, operate authentic factory equipment and design packaging for their custom-made candy bar. Create Your Own Candy Bar offers the premier chocolate bar making experience for families and chocolate lovers of all ages.

### **Create Your Own Candy Bar Exhibit**

- An industry first, Create Your Own Candy Bar provides an interactive chocolate factory experience and will open to the public on June 12, 2010.
- In the role of chocolate innovator, guests will don authentic outfits of factory aprons and hairnets, activate the machinery and design their custom packaging at an interactive kiosk.
- Guests can select from the following ingredient inclusions: caramel bits, graham crackers, crisped rice, fruit pieces and chocolate cookie pieces to add to their custom candy bar.
- Once the inclusions are added, the personalized candy bars are drenched in *Hershey's*® Milk Chocolate and can be topped with *Hershey's*® Kisses®-shaped sprinkles.
- *Hershey's Chocolate World* attraction is the official visitors center of The Hershey Company and is the most visited corporate visitors center in the world, topping over 75 millions guests.
- *Hershey's Chocolate World* attraction also features *Hershey's Great American Chocolate Tour*® ride, *Hershey's Chocolate Tasting Adventure*™ attraction, *Hershey's Really Big 3D Show*™ experience and an entertaining tour of the town on the *Hershey Trolley*.