



The Hotel Hershey Continues to Celebrate Its “Grand Expansion” *Milton Hershey’s Famed Hotel Got \$67 Million Sweeter in 2009*

Last year **The Hotel Hershey**, Milton S. Hershey’s legendary hotel in the town where he established his chocolate empire, unveiled the results of its “Grand Expansion.” The project was announced in 2008 as the Hotel marked its 75th anniversary. The Expansion included the introduction of 10 Cottages that house the Hotel’s most premium room offerings; construction of a new restaurant; the addition of a recreation campus that features a full aquatic facility, ice-skating rink and a variety of other offerings; improvements to the front exterior to allow for a more satisfying sense of arrival; renovation of the check-in lobby; and the addition of seven boutique shops.

The Hotel Hershey invested \$67 million in this modern-day building campaign, which was aimed at preserving the Hotel’s beauty while making significant upgrades that deliver the ultimate guest experience. The Expansion was completed in December 2009.

“The Grand Expansion was an exciting project for our guests and our employees,” said Brian O’Day, General Manager of **The Hotel Hershey**. “We made a great effort to listen to our guests and incorporate their feedback into the changes we made. The new swimming pools and our sports complex are excellent examples of that, as are the Cottages. We built those in direct response to the strong level of family and multi-generational travel that we host. I’m also proud that we expanded and updated our facilities to match the grandeur of the original hotel.”

The Hotel Hershey is one of America’s landmark hotels. Built in 1933 by Mr. Hershey as part of his “Great Building Campaign,” which was designed to keep

townspeople working during the Great Depression, the property features a Mediterranean design and offers panoramic vistas, state-of-the-art amenities and **The Spa At The Hotel Hershey**. On a hilltop overlooking the town of Hershey, the Hotel features majestic formal gardens, fountains, reflecting pools and terraces. The property is a member of Historic Hotels of America and the “Green” Hotels Association.

Hershey, Pennsylvania, is known the world over as **The Sweetest Place On Earth**. A year-round destination, Hershey is located in central Pennsylvania, three hours from New York City, 90 minutes from Philadelphia or Baltimore, and two hours from Washington. For additional information, call 1-800-HERSHEY (1-800-437-7439) or visit the destination’s website at www.HersheyPA.com.

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