



From Chocolate Kisses to Kisses on Chocolate (Avenue), Guests Will Find It “Only in Hershey”

From the flying swings at **Hersheypark** to the swing of a golf club at any of the four courses in the **Hershey** Golf Collection, the town of Hershey, Pennsylvania, offers experiences, attractions and opportunities that are as individual as each member of the family. And with so many memories just waiting to be wrapped up in one sweet place, the community created by chocolate magnate Milton S. Hershey is the ideal spot for a multi-day summer vacation.

The town of Hershey has made significant enhancements in the past three years, resulting in \$185 million worth of new offerings for guests. **Hersheypark** boasts more than 65 rides and attractions, including 11 exhilarating roller coasters – more than any other park in Pennsylvania – and **The Boardwalk at Hersheypark**, which is home to nine water-based attractions.

One-price admission to **Hersheypark** provides access to all of those attractions and to **ZooAmerica** North American Wildlife Park, which throughout 2010 is celebrating the 100th anniversary of a zoo in Hershey. So Park guests can enjoy a ride on **Great Bear**, a looping inverted steel roller coaster, and then walk across the bridge to **ZooAmerica** to see real great bears, two of more than 200 animal residents at the Zoo.

Adjacent to **Hersheypark** is Hershey’s Chocolate World, which this summer will debut “Create Your Own Candy Bar,” an interactive, hands-on attraction that immerses guests in the process of creating a candy bar. This first-of-its kind attraction gives consumers the ability to select their favorite candy bar ingredients, operate authentic factory equipment and design packaging for a custom candy bar.

Nearby at **The Hotel Hershey**, the “Grand Expansion” is complete, adding a new luster to the grand hotel opened by Mr. Hershey in 1933. The Hotel lavishes guests in chocolate, from opulent facials at its world-famous **Chocolate Spa** to sumptuous desserts in its magnificent Circular Dining Room. The Expansion resulted in the addition of 10 new cottages with 48 sleeping rooms; an outdoor pool complex; and an outdoor, year-round ice skating rink, among other changes.

In addition to **The Hotel Hershey**, **Hershey Lodge** offers 665 rooms and **Hershey Highmeadow Campground** provides 300 sites that range from tent areas to deluxe cabins. To put it simply, **The Sweetest Place On Earth** provides a range of accommodations that make the ideal home base during any multi-day stay.

Recreation is available on the four courses of the legendary **Hershey Golf Collection**, giving families more than one way to play together during their stay. Families also will enjoy Hershey Gardens, which boasts an outdoor butterfly house and magical children’s garden. Across town, The Hershey Story, The Museum on Chocolate Avenue (the town’s main street) is dedicated to the life and legacy of Mr. Hershey and offers “Chocolate Lab” classes and warm chocolate tastings at Café Zooka.

And all summer long, five distinct entertainment venues – including the state-of-the-art **Giant Center** and the majestic Hershey Theatre – ensure that the stars are always out in Hershey.

For more information on designing an individualized and perfect vacation available “Only in Hershey,” call 1-800-HERSHEY (1-800-437-7439) or visit www.HersheyPA.com.

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