



ZooAmerica Celebrates a 100-Year Legacy

Only in Hershey, Pennsylvania, can guests visit the amusement park, gardens, theater, historic hotel and golf courses created by Milton S. Hershey, the visionary who developed both “the great American chocolate bar” and the fascinating little town where chocolate lovers can live, work and play. Among the attractions Mr. Hershey added to the town now dubbed “**The Sweetest Place On Earth**” was Hershey Zoo, which opened in 1910. Today the facility – now called **ZooAmerica** North American Wildlife Park – is celebrating 100 years of a zoo in Hershey.

In honor of this centennial, **ZooAmerica** has planned special events and programs that will run throughout 2010. Here are just a few things guests can look forward to:

New Species

We can’t yet say what it is, but we can provide some broad hints. This summer a new addition will be spotted at **ZooAmerica**. It’s a more exotic creature than others currently residing at the Zoo, though it is indeed found in North America. This endangered species will make its home in The Great Southwest exhibit; in the wild, it can be found in one of the few places where cocoa beans grow. The species is the purr-fect little addition to the Zoo.

Founder’s Day Celebration

May 2 marks the official kick-off to the Zoo’s 100-year celebration. Special programs that day will transport guests back to the early 1900s. Highlights will include animal encounters and naturalist talks about such “legacy species” as black-tailed prairie dogs, American black bears and American elk.

History Tour

Participants will embark on a journey throughout **ZooAmerica** to learn about Mr. Hershey's vision, the first zookeepers, animal collections and changes made throughout the Zoo's history. The tour, which requires reservations, will be offered to groups of 15 or more.

North American Art

In collaboration with Milton Hershey School, which is also celebrating its centennial this year, **ZooAmerica** will showcase North American-themed tile art designed and created by the School's art students.

Educational Opportunities

This summer will bring a new look and feel to the Zoo, with the debut of new educational signs. Also, in partnership with the Association of Zoos and Aquariums and Animal Planet, a "ZOOTUBES" interactive kiosk will give guests the opportunity to watch conservation and educational videos.

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***Hershey Entertainment & Resorts** is proud to help fulfill the dream of our mutual founder, Milton S. Hershey, by supporting Milton Hershey School, the largest home and school in the world, as it continues to provide opportunities for children in need. www.mhskids.org*