

# THE LEGACY

NEWS from THE M.S. HERSHEY FOUNDATION | SPRING/SUMMER 2025 | ISSUE 39

## Historic Charm of Hershey Theatre Preserved at The Hershey Story Museum

When any historic building is renovated, there is a delicate balance between preservation and functionality. The challenge is to maintain the building's historic character while adapting to modern demands. That's where The M.S. Hershey Foundation's team of curators and archivists comes in.

As the Foundation began preparing to close Hershey Theatre for renovations, staff from The Hershey Story Museum and Hershey Community Archives explored every nook and cranny of the historic theater to evaluate and identify items for preservation. "I've enjoyed many shows as well as the Spotlight Tour at Hershey Theatre," said Valerie Seiber, senior manager of historical collections and exhibitions, "but I was amazed at all the areas the public doesn't see."

The team used archival photos and documents to help identify original furnishings, like a settee from the lobby and ornate wooden ticket deposit boxes. "These objects will be preserved in the museum's collection," said Seiber.



Ticket deposit box from the Grand Lobby, ca. 1933

Good theatrical lighting is crucial to the operation of any theater. "We are preserving pieces like spotlights, decorative cove lighting and special effects lighting," Seiber said. "One of the spotlights now in the museum's collection was made by Kliegl Bros. in New York. 'Model 70' was a suspended spotlight with a 1,000-watt filament and cost \$33 in 1926 – just a few years before Hershey Theatre was constructed."

Thousands of performers have graced the stage at Hershey Theatre over the years. "Dressing rooms spread over five floors off stage right are where they changed costumes and did their hair and makeup," said Seiber. "Another great piece being preserved is a dressing table used by the actors."

Ushers at Hershey Theatre are easy to spot, as they wear their distinctive red vests. "While we were reviewing materials in one of the offices, the preservation team came across an older style red vest used by theater staff," said Seiber. "The vests are embroidered 'HCT' for Hershey Community Theatre in gold thread."

One of the most visible changes to the theater when it reopens will be the seating. "Every seat in the orchestra, loge and balcony is being replaced as part of the renovations," said Seiber.



Usher Vest embroidered with "HCT"

"The museum is excited to preserve seat T27. According to local lore, this was Mr. Hershey's preferred seat. It's said that he liked this seat because it was close to an exit door and he could slip out quickly at the end of the show."

In all, The Hershey Story added over 60 artifacts related to Hershey Theatre to the permanent collection. "There will be more in the future," said Seiber. "We will be looking at items in the projection booth soon."



Settee from the Grand Lobby, ca. 1933

## Out with the Old (Seats) and In with the New Hershey Theatre to Re-Open in Early 2026 With All-New Seating

When Hershey Theatre first opened its doors in 1933, audiences were welcomed by 1,904 state-of-the-art seats—a symbol of elegance and innovation at the time. Now, nearly a century later, those iconic seats have taken their final bow.

More than 500 of the original seats were made available for purchase in pairs after removal. Each set was mounted on a wooden platform and authenticated with a commemorative brass plaque reading *Hershey Theatre Original Seats, 1933*.

"The original seats have served us well for many years," said Don Papson, executive director. "We were happy to share this special piece of Hershey history with our community."

New seating will be installed in fall 2025. Designed to reflect the original 1930s aesthetic, the updated chairs will offer modern enhancements for comfort and accessibility, including self-rising

seats for improved egress, more transfer seating, aisle lighting, and clearly visible seat numbers.

"We worked closely with the seat manufacturer to preserve the character of the theatre," Papson noted. "We're reusing the original, beautifully ornate aisle end caps—so a piece of its history will remain."

Hershey Theatre is expected to re-open in early 2026, ready to welcome guests with both nostalgia and new comfort.



The original aisle end caps will be reused with the new seating.



The auditorium, following seat removal



The loge and balcony, following seat removal



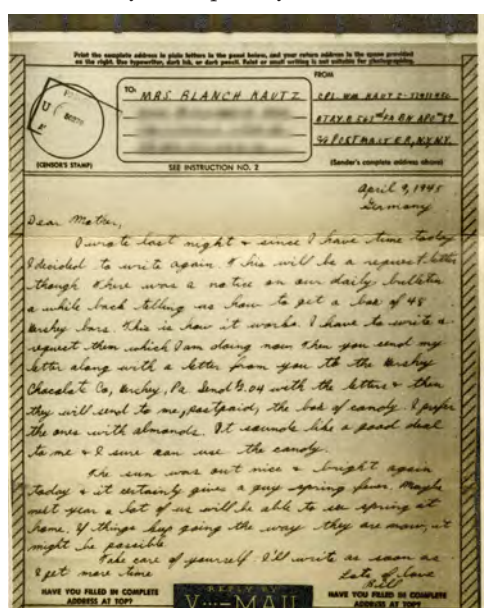
# Victory Mail from the Front Line, With a Hershey Twist

By Eleanor Parrey, Assistant Archivist, Hershey Community Archives

Working with historical materials can be fascinating, especially when you stumble across something that you’ve never heard of before. Hershey Community Archives recently received a donation of materials that shed light on something new.

Earlier this spring, Ms. Joan Kautz Ellis reached out to us with a suggested donation. This new acquisition contained a World War II letter and a piece of Victory Mail, also known as V-Mail. As we researched the V-Mail and all it had to offer, we found ourselves learning something new about the war, as well as The Hershey Company.

World War II led to an increased demand for many things, one of those being the expeditious delivery of mail to and from soldiers overseas. The Post Office and the War and Navy Departments found that frequent communication with loved ones strengthened the devotion and patriotism of the men and women on the ground. Therefore, efficient mail delivery was a priority.



V-Mail from WWII soldier, Corporal William Kautz, discussing the promotion from Hershey Chocolate Corporation, April 9, 1945.

Traditional means of mail delivery led to large volumes of letters being shipped and flown all over the world. These large quantities of mail took up space and weight that could be better used to transport valuable supplies to the front. To solve this problem, the Army Micro Photographic Mail Service, also referred to as Victory Mail, was created. V-Mail was used between June 1942 and November 1945. The United States entered into a contract with Kodak in May 1942 for V-Mail microfilming and on June 12, 1942 President Franklin D. Roosevelt received the first two pieces of V-Mail.

So how did this new system work? The Post Office provided stationery, free of charge, to the public. They were allowed up to two sheets of paper per person per day. This standardized stationery combined the letter and envelope into one piece of paper. The author of the letter had to use a typewriter,



Milton Hershey (second from left) accepting one of five Army-Navy ‘E’ Awards for Hershey Chocolate Corporation’s wartime production efforts, August 27, 1942.

dark ink, or dark pencil to ensure the words were captured by Kodak’s Recordak machines; the original forms could accommodate up to 700 typed words. Then, specially trained workers at postal centers in New York, San Francisco, and Chicago photographed the paper letters onto microfilm. Once the letters were filmed, the reels were sent overseas, all using airmail, and the V-Mail stations abroad would print and distribute the letters. The original copies of the letters were saved as backups until they were notified that the reel was properly transmitted. At the receiving station, each frame was reproduced onto photographic paper. The system also worked in reverse; soldiers abroad could write V-Mail correspondence to be shipped home to the U.S. Due to this process, the claim was that no V-Mail was ever lost, which became a selling point.

The goal of saving space was definitely achieved; 1 V-Mail bag contained 37 regular mailbags. The Recordak machines could capture 40 letters per minute and 1,600 letters could fit on a single 100-foot roll of 16-millimeter film. However, as with all new technologies, there were some issues with V-Mail. The photo prints were one quarter the size of the original letters, making some of the words hard to read. Also, due to the standardization for the machines to be able to read the letters, V-Mail left little room for personal imprints like a lipstick kiss or enclosures. Lipstick became known as the “scarlet scourge” because it would damage the machines.

So how does this relate to Hershey? In the V-Mail letter the Archives received, Corporal William Kautz, the donor’s father, describes a promotion by Hershey Chocolate Corporation. On April 9, 1945, he wrote to his mother, Mrs. Blanch Kautz, from the front lines in Germany:

*There was a notice on our daily bulletin a while back telling us how to get a box of 48 Hershey bars. This is how it works. I have to write & request them which I am doing now. Then you send my letter along with a letter from you to the Hershey Chocolate Co, Hershey, Pa. Send \$2.04 with the letters & then they will send to me, postpaid, the box of candy. I prefer the ones with almonds. It sounds like a good deal to me & I sure can use the candy.*

This was very exciting, as Archives staff had never heard of this promotion. This piece of V-Mail is the only known evidence of this particular contribution to soldiers’ morale during WWII.

Prior to the V-Mail promotion, The Hershey Company, then called Hershey Chocolate Corporation, was already actively engaged in the war effort. In April 1937, Hershey partnered with the U.S. Army Quartermaster General to develop a formula for an emergency ration

to meet the needs of soldiers on the front lines. The result was the Field Ration D bar: a chocolate-based bar that would not melt in a soldier’s pocket, was high in nutritional value, and tasted only a little better than a boiled



U.S. Army Field Ration D bar and Hershey’s Tropical Chocolate bar, ca. 1942-1944

potato, so that soldiers were not tempted to eat them outside of emergency situations.

In June 1937, Hershey Chocolate Corporation undertook the production of 90,000 bars for the Quartermaster Corps. By 1939, Hershey was able to produce 100,000 units per day and by the end of 1945, the plant was producing around 24 million units per week. It is estimated that between 1940 and 1945, over three billion ration units were produced and distributed to soldiers around the world.

Because of this work in contributing to the war effort, Hershey Chocolate Corporation was awarded their first of five Army-Navy ‘E’ Production Awards on August 22, 1942. In addition to the Ration D bar, the Corporation also produced the Tropical Chocolate bar and contributed large quantities of familiar Hershey’s products for a variety of ration packs.

Along with the V-Mail letter, Ms. Kautz Ellis provided the Archives with another letter from Corporal Kautz, in which he mentions Hershey’s products in his ration pack. Kautz describes the rations that he received that week:

*We had our PX rations today & they were pretty good. . . . We got Milky Ways (4), Hershey (2), 7 packs of cigarettes, soap, orange juice, peanuts, pretzels, gum, cookies & a few other things.*

Because of this donation, we now have a deeper insight into Hershey Chocolate Corporation’s contributions to WWII. We are incredibly grateful for Ms. Kautz Ellis’s generosity in sharing her family’s precious materials with us to be preserved for future generations.

We hope this soldier and many others enjoyed their boxes of Hershey’s chocolate bars requested via special V-Mail!



**MEMBERS**  
 Save 15%

The Museum Shop & Garden Shop Rewinds Retail:  
 What’s Old Is New Again

As we step into a new season at The Hershey Story and Hershey Gardens, we’re taking a step back in time—drawing inspiration from the past to create fresh and exciting merchandise. In collaboration with Hershey Community Archives and The Hershey Story Museum curators, we’ve reimagined vintage Hershey artwork on unique, custom-designed pieces.

From nostalgic prints to collectible ornaments, our latest collection blends history with modern craftsmanship. Here’s a look at some of the standout items now available at the Museum Shop and the Garden Shop:

A Timeless Collection of Hershey-Inspired Treasures

**• Art Prints & Postcards** – Explore a selection of postcards and art prints featuring vintage graphics of Hershey’s most iconic scenes.



**• Glassware** – Sip in style with custom pint glasses featuring artwork from vintage Hershey gift wrap (ca. 1950-1960). Plus, our new color-changing mugs reveal historic Hershey’s artwork when hot, including Hershey’s Vanilla Sweet Chocolate (ca. 1895-1898), Hershey’s Velvet Sweet Chocolate (ca. 1909-1912), and Strawberry Twizzlers (1939).

**• Stickers** – Add a touch of nostalgia to any surface with 12 vintage-inspired stickers, featuring Hershey designs from 1896 through 1983.



**• Apparel** – Celebrate Hershey history with our “Kiss Man” baseball tee (ca. 1949-1967) or choose from other classic designs like “More Sustaining Than Meat” (ca. 1912-1926) and “Reese’s Delicious Frozen” (1960) t-shirts.

**• Candles** – Enjoy the rich scent of caramel with our Lancaster Caramel Company candle, a tribute to Milton Hershey’s original candy venture.

**• Pins** – Perfect for collectors, our two newest pins feature the beloved “Kiss Man” and the Chocolate Soldier (1936).

**• Ornaments** – Adorn your tree with history! Both shops now carry a stunning rhodium-plated silver ornament featuring an elegant portrait of Milton and Catherine Hershey (1910), framed by ornate detailing and their name-sake red and peach roses. Plus, the Museum Shop exclusively offers four additional custom ornaments with artwork from the 1930s and 1950s.



Both the Museum Shop and the Garden Shop are open year-round, and no admission is required to browse and shop. Stop by today to explore these timeless treasures and bring a piece of Hershey history home with you!

LISA’S CAFE AT THE HERSEY STORY:  
 A Favorite for Locals & Visitors

Lisa’s Cafe at The Hershey Story is the perfect place to stop for a warm and delicious breakfast or lunch!

Guests can enjoy a new menu that features both traditional favorites and creative twists on seasonal specialties. Whether you’re looking for fresh roasted La Colombe coffee, or a tasty bite, the Café provides the perfect place to meet a friend or just relax and enjoy.

Lisa’s is open daily from 8 a.m. to 2 p.m. **Learn more here.**

**LOCATED IN DOWNTOWN HERSEY**  
**717.508.1729**
  
**MENU**

**Open Daily, 8 a.m. - 2 p.m.**  
**Call to Order: 717.508.1729**  
 Located inside The Hershey Story Museum  
 63 West Chocolate Avenue, Hershey, PA 17033  
 HersheyStory.org | Lisa'sCafeonChocolate.com

**BREAKFAST**  
 Served from 8 a.m. to 2 p.m.

Two Eggs with Toast.....	\$7
Ham & Swiss Omelet.....	\$11
Bacon & American Omelet.....	\$11
Sausage & Cheddar Omelet.....	\$11
Sausage, Egg & Cheese.....	\$10
On Choice of Bread, Bagel or Croissant	
Bacon, Egg & Cheese.....	\$10
On Choice of Bread, Bagel or Croissant	
Ham, Egg & Cheese.....	\$10
On Choice of Bread, Bagel or Croissant	
Avocado Toast.....	\$9
Goat Cheese, Tomato, Balsamic Drizzle, Olive Oil	
With Two Eggs.....	\$12
Belgian Waffle.....	\$10
Add Fruit Topping.....	\$12
Creamed Chipped Beef over Toast.....	\$12
Baked Oatmeal.....	\$8
Add Fresh Strawberries and/or Blueberries.....	\$9
Quiche of the Day.....	\$14

**Add a Side**

Sausage.....	\$3.50
Bacon.....	\$3.50
Breakfast Potatoes.....	\$4
Fresh Fruit.....	\$3.50
Bagel.....	\$3
Cheesecake.....	\$3
Apple.....	\$2
Sourdough, Wheat, White, Rye or English Muffins	

\*Consuming raw/undercooked eggs may increase your risk of foodborne illness.

**LUNCH**  
 Served from 8 a.m. to 2 p.m.

**SANDWICHES**  
 Served with Chips | Substitute Fries, Colelaw or Fresh Fruit for \$2  
 Substitute Caesar or Tossed Salad for \$3  
 Add-ons: Avocado: \$1.50 Hot Pepper Rubble: \$3.50

Reuben.....	\$15
Corried Beef, Swiss, Sauerkraut, Thousand Island Dressing on Marble Rye	
Rachel.....	\$15
Turkey, Swiss, Colelaw, Thousand Island Dressing on Marble Rye	
Tomato, Fresh Mozzarella & Spinach Panini.....	\$11
Balsamic Vinaigrette	
Ham & Swiss Panini.....	\$12
Turkey, Bacon & Avocado Croissant.....	\$14
Turkey, Bacon, Avocado, Spinach, Tomato, Balsamic Mayo	
Grilled/Fried Chicken Caesar Wrap.....	\$13
Romaine, Tomato, Onion, Romano Cheese, Caesar Dressing	
Grilled/Fried Chicken Wrap.....	\$13
Lettuce, Tomato, Onion, Mozzarella, Honey Mustard Dressing	

**SUBS**  
 Served on a 9" Italian Roll with Chips | Substitute Fries, Colelaw or Fresh Fruit for \$2  
 Substitute Caesar or Tossed Salad for \$3

Cheesesteak Sub.....	\$13
Fried Onion, Lettuce, Tomato, Mayo	
Chicken Cheesesteak Sub.....	\$13
Fried Onion, Lettuce, Tomato, Mayo	
Italian Cheesesteak Sub.....	\$13
Fried Onion, Marinara Sauce	
Turkey & Provolone Cheese.....	\$13
Lettuce, Tomato, Onion	
Turkey, Ham & Swiss.....	\$13
Lettuce, Tomato, Onion	
Ham & American Cheese.....	\$13
Lettuce, Tomato, Onion	
Italian.....	\$13
Provolone, Salami, Ham, Prosciutto, Balsamic Vinaigrette, Lettuce, Tomato, Onion	

**SALADS**  
 Add Grilled or Fried Chicken for \$6

Caesar Salad.....	\$12
Romaine, Tomato, Onion, Romano Cheese, Cressons, Caesar Dressing	
Spinach Salad.....	\$14
Prosciutto, Cressons, Dried Cranberries, Blueberries, Strawberries, Tomato, Onion, Goat Cheese	
Chef Salad.....	\$14
Ham, Turkey, Cheese, Onion, Tomato	
Dressings: Ranch   Honey Mustard   Balsamic Vinaigrette	
Caesar   Greek	

**Chicken Fingers & Fries.....** \$11  
**6" Flatbread Pizza of the Day - priced accordingly**  
**French Onion Soup.....** \$7  
**Soup of the Day - priced accordingly**

**Add a Side**

Fries.....	\$5
Fried Cheesesticks.....	\$7
Colelaw.....	\$3
Fresh Fruit.....	\$3.50

**KIDS' MENU**  
 For Age 10 and Under  
 Served with Chips, Fries, Fruit or Breakfast Potatoes

<b>Breakfast (\$7)</b>	<b>Lunch (\$7)</b>
One Egg & Toast	Grilled Cheese
Half-Waffle	Fried Cheesesticks
Mini Cheese Omelet	Flatbread Cheese Pizza
	Chicken Fingers

Museum Members  
 Save 10%!



# Join Our Team – Become a Volunteer!

Volunteers are a vital part of The M.S. Hershey Foundation. Last year alone, hundreds of volunteers generously donated more than 14,000 hours of their time and talents to Hershey Theatre, The Hershey Story and Hershey Gardens. Thank you! Consider joining our team! You'll make new friends, have fun and give back to your community. We offer flexible hours in a fun environment. For more information, please contact Debbie DiNunzio at [ddinunzio@hersheytheatre.com](mailto:ddinunzio@hersheytheatre.com).

## Volunteer Opportunities



The Hershey Story volunteers engage visitors of all ages by assisting with school groups and public programs throughout the year. You may also take part in special events such as Homeschool Days and Scout Workshops. **Learn more here.**

Hershey Gardens volunteers introduce children to nature through youth education programs, as well as by engaging visitors in the Butterfly Atrium and assisting staff in beautifying the gardens. Volunteers are also needed for special events such as Pumpkin Palooza. **Learn more here.**

## Youth Volunteer Opportunities at The Hershey Story

Do you know a student age 12 to 16 who enjoys history and working with others? Invite them to apply to The Hershey Story's Past Master program!

These youth volunteers provide interactive activities for museum guests of all ages and share facts about the town of Hershey and the chocolate making process. Past Masters also assist guests with scavenger hunts and work with camp groups and children's programs. Participants are asked to commit to volunteering a minimum of seven times during the summer; shifts are available most days during the museum's operating hours. Applications will be accepted

through Friday, May 16, or until all spots are filled.

The program runs from Thursday, June 12 through Monday, September 1. Individuals are required to attend orientation sessions on June and June 13. Additional details and the [online application](#) can be found [here](#). Contact Susan Hetrick at [smhetrick@hersheystory.org](mailto:smhetrick@hersheystory.org) or call 717.520.5587 with questions.



## Summer Camp Field Trips at The Hershey Story

Programs offered June 16 through August 20  
For Pre-K through grade 8

### Food of the Gods: Chocolate in Mesoamerica



Long before people began making and consuming solid chocolate, Mesoamerican civilizations utilized cocoa beans in several unique ways. Discover the origins of chocolate and the important role chocolate played in ancient Maya and Aztec societies. Try a chocolate drink similar to one the ancient Maya enjoyed and see what you can "buy" with a pod of cocoa beans. Plus, every participant will make a Mesoamerican inspired chocolate treat to take home and enjoy!

**Cost per camper: \$17**

**One free chaperone with every 5 campers**

**Additional adults: \$17**

The program will last about an hour and the scavenger hunt takes about 45-60 minutes, so please plan on at least 90 minutes to 2 hours for the full experience. Space is limited; please make your reservations early!

[Register online here.](#)

Questions? Please call 717.520.5588 or email [elalindsay@hersheystory.org](mailto:elalindsay@hersheystory.org).

**museum  
EXPERIENCE**  
AT THE HERSHEY STORY

**Saturday, May 10 & Sunday,  
May 11 from 9 a.m. to 5 p.m.:  
Moms are free on Mother's Day!**

**Sunday, June 15  
from 9 a.m. to 5 p.m.:  
Dads are free on Father's Day!**





# The Butterfly in Symbolism, Myth & Folklore

By Jody Santos, Manager, Conservatory Habitats

**T**he process of becoming a butterfly is mysterious and wonderful. Butterflies begin their lives as eggs - tiny spheres of unrealized potential - some so small that they are easily overlooked.

It's hard to imagine that a creature as complex and beautiful as a butterfly could come from something so humble and unassuming. Even harder to fathom is the process of their transformation, with pupation being especially mystifying.

In some unexplainable way, a lowly caterpillar morphs from its worm-like state into a hard-shelled chrysalis. Then, concealed inside this neat little capsule, secreted away from the curious eyes of the outside world, an astonishing transformation happens. In the span of a few weeks, tissues dissolve, cells rearrange, and a previously stumpy-legged, slug-bodied creature emerges, transformed, as a "winged fairy" with long graceful legs, antennae, compound eyes and a coiled mouthpiece. Most would characterize this process as mysterious, even miraculous.

## Where There is Mystery, There is Myth



The beauty of butterflies and the mysterious nature of their lifecycle transformation have long captured human attention and imagination, providing inspiration for myth and folklore. Butterfly symbolism can be found throughout human history across different cultures. Transformation, the soul and afterlife, happiness and love, and rebirth and renewal are common themes.

## The Ancients

Cultures as old as the ancient Greeks and Romans associated butterflies with the soul. The mythological goddess Psyche was a princess so beautiful that she was granted immortality by Zeus as goddess of



the soul after persevering through many trials put before her by Aphrodite. The Greek word "psyche" has the dual meaning of butterfly and soul, and Psyche is often depicted in art and literature as having butterfly wings. Butterflies in these two ancient cultures were generally associated with the soul's transformational journey through life and beyond.

## The Power of Love

"The Butterfly Lovers" is a time-honored Chinese folktale that tells the story of Liang Shanbo and Zhu Yingtai, ill-fated lovers who were kept from each other. Legend has it that Liang dies from grief after being denied permission to marry Zhu, who had been betrothed to another through familial arrangement. On the day of Zhu's arranged marriage, amidst a powerful rainstorm, the wedding procession passes by Liang's tomb, which mysteriously opens at Zhu's approach. Dressed in her colorful wedding finery, she throws herself into the tomb, which closes up behind her. As the skies clear and the sun reappears, astonished onlookers observe two butterflies circling over the tomb and fluttering skyward together, united in love forever.

## Hope and Renewal

Hopi mythology tells of the Butterfly Maiden, named Polik-mana, a spirit that symbolizes springtime renewal. Polik-mana is said to dance from flower to flower, bringing about springtime rains and the renewal of hope. The Hopi associate this spirit with initiation rites connecting butterflies with the life-giving forces of nature.

## Other Cultures and Religions

Celtic and Irish folklore, Hawaiian, and some African cultural beliefs portray butterflies as actual souls of deceased people or as messengers of departed souls, capable of travelling between the living world and the afterlife. The butterfly is a symbol that powerfully represents, for Christians, the resurrection of Christ and his believers, as well as the transformation from sinner to saved. The Aztec goddess Ītzpāpālōtl, meaning "Clawed Butterfly," has blades, claws and also the colorful wings of a butterfly or moth, symbolizing duality of life's pain (war, death) as well as its pleasures (beauty, comfort).

## Modern Day Messengers

In modern belief systems, butterflies continue to be creatures with spiritual meaning for many people. In addition to beliefs around transformation symbolized by the butterfly lifecycle, butterflies represent evidence to some that passed loved ones exist in the afterlife and are well. The internet is overflowing with stories of butterflies visiting the bereaved, showing up at "just the right time," sometimes even landing directly on a person or hovering close by. It is believed that butterfly visits like these demonstrate the continuity of love and connection with those who have passed, and may even be messages directly from loved ones on the "other side."



## Mother's Day Membership Special

### Your Mom Called.

**This Year, She Wants A Hershey Gardens Membership for Mother's Day!**



Purchase any gift membership and receive a membership card holder and two free tickets! (We won't tell your mom if you want to keep the tickets for yourself!)

This special is good through May 11, only in-person at Hershey Gardens.



# Singing into Spring: The Songbirds of Hershey Gardens

By Lily Richwine, former Hershey Gardens Education and Public Programs Assistant

It felt like the whole world was holding its breath for spring—sunlight is creeping later and later into the evening, temperatures are climbing, and flowers are ready to bloom.

In response to these signs of spring, animals are beginning to stir from their winter slumber and kick into high gear. Of the wildlife that call Hershey Gardens home, our songbirds have been the most vocal about their preparation for spring—it’s hard to step outside without hearing a chorus of bird-song! Most of the voices in this chorus are various species of songbirds.

Songbirds, or passerines, make up more than half of all of the world’s bird species. They’re a diverse group of birds that all share two key characteristics: anisodactyl feet (three toes face forward; one toe faces backward) for perching and a highly developed voice box—called the syrinx—for unique songs and calls.

The morning chorus of songbirds grows louder and stronger heading into nesting season as each bird seeks out a mate or strengthens their existing pair bond. Male songbirds will sing to attract females, while already mated pairs will sing to establish and defend their nesting territory. Their peak performance hours are in the early morning and just before sunset, but songbird voices can be heard at all hours of the day.

There are many species of songbirds that brighten our garden landscapes with their voices. Be sure to keep your ears open during your next visit to appreciate the springtime songbird symphonies!



## Meet The Songbirds and Their “Mnemonic”

These phrases reflect the rhythm, pitch and tempo of each bird’s song.



**American Goldfinch:** “Potato chip. Potato chip.”  
Call sung in flight with a consistent cadence.



**Mourning Dove:** “Hooooo-ah, hoo hoo hoo”  
Has a distinctive, sad sounding “cooOOoo-wooo-woo-woooo” or “cooOOoo.”



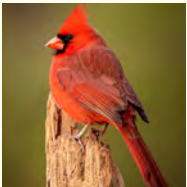
**Tufted Titmouse:** “Peter Peter Peter!”  
Usually sings two or three “Peters” in a row.



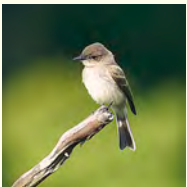
**American Robin:** “Cheerup, cheer-a-lee, cheer-ee-o...”  
Rise and fall in pitch but keeps a steady rhythm. Sings a string of about 10 “cheers.” Arguably the most iconic springtime song.



**Carolina Wren:** “Teakettle” or “Germany”  
Sung quickly and repeatedly with emphasis on all three syllables of the desired “word.” One bird may sing both “Teakettle” or “Germany,” but will repeat just one word for about 30 seconds before switching.



**Northern Cardinal:** “Cheer cheer”  
Syllables fall in pitch. Usually sings a pair of “cheers,” sometimes followed by rapid calls. Occasionally described as sounding like sci-fi laser-shooting sound effects.



**Eastern Phoebe:** “Fee-bee”  
Raspy voices saying their name with two distinct syllables. Sometimes adds a stuttered “fee-b-ee” after their initial call.

## Please Join us for Marvelous Mondays in the Children’s garden!



July 7, 14, 21, 28 and August 4 from 10 a.m. to 12 p.m.

Mondays are marvelous in The Children’s Garden! Join us for kids’ crafts led by Volunteers, and explore weekly themes about Pennsylvania native animals and plants, birds, exploring the outdoors, gardening, and teen initiatives in the green industry. Come back each week to discover new activities and greet special guests. Additional guests may be added!

**Themes:**

- July 7: Pennsylvania Natives with ZooAmerica and the Pennsylvania Game Commission
- July 14: Birds with Quittapahilla Audubon Society and the Pennsylvania Game Commission
- July 21: Get Outdoors with the Dept. of Conservation & Natural Resources
- July 28: Gardening with Penn State Master Gardeners and Commonwealth Charter Academy Ag Works Mobile Unit
- August 4: Youth Scientist Day with the Governor’s Youth Council for Hunting, Fishing and Conservation



# The Hidden Wonders of Insects:

## Why We Should Appreciate These Tiny Creatures



By Nate Reagle, Insect Conservation Advocate

One of my favorite places to visit is Hershey Gardens' Butterfly Atrium. This indoor tropical paradise offers an up-close experience with breathtaking butterflies and fascinating bugs in the Zoology Zone. Watching children marvel at these creatures is always a joy—whether they're intrigued by their sci-fi-like appearance, vibrant colors or the magic of metamorphosis. A caterpillar transforming into a butterfly or the gentle glow of a firefly never fails to inspire wonder.

While it's common for this sense of fascination to wane as children turn into adults, practical reasons exist for grown-ups to appreciate insects. Let's explore why these tiny creatures are more valuable than you might think.



### Insects Are Essential to Our World

Most people understand the importance of pollinators like bees. If you've ever admired a beautiful bouquet or enjoyed a fresh meal with fruits and vegetables, you have pollinators to thank. Even timber trees, such as the black cherry, rely on insect pollination.

Gardeners also benefit greatly from insects. Many species act as natural pest controllers, keeping harmful bugs in check. Ladybugs, parasitoid wasps and predatory beetles help maintain the balance of a healthy garden—provided they aren't wiped out by pesticides. Beneath the surface, soil-dwelling insects improve soil health by aerating the ground and recycling nutrients.

Bird lovers, take note—many birds depend on insects to feed their young. High-protein insect diets help baby birds grow quickly. Even popular wildlife like turkeys, grouse, and fish rely on insects as part of their food chain.

Beyond their ecological roles, insects also serve as nature's cleanup crew. Without them, waste and organic matter would accumulate, creating a world that is far less pleasant. And let's not forget silk moths—without them, we wouldn't have luxurious silk garments.

### How You Can Help Insects Thrive

Hopefully, you don't need a purely practical reason to appreciate insects—you can simply enjoy their uniqueness and diversity. But if you're inspired to support these incredible creatures, here are a few simple ways to help:

- Plant native flowers and plants to create a welcoming habitat for pollinators.
- Switch to yellow outdoor lighting instead of white, and use lights only when necessary, as artificial lighting can disrupt insect behavior.
- Reduce pesticide use to protect beneficial insect populations.

Insects are vital to our ecosystems, our food supply, and even our everyday comforts. By making small changes, we can help these extraordinary creatures continue their essential work. Next time you see a butterfly, bee or beetle, take a moment to appreciate the tiny but mighty role they play in our world.



## JOIN US!

### Hershey Community Archives Community Scanning Days at Hershey Public Library



Community  
Scanning Day

Saturday, May 17, 2:00 – 4:30 p.m.  
and  
Wednesday, June 4, 5:00 – 7:30 p.m.

Preserve your treasured memories and be a part of Hershey history!

#### What is a Community Scanning Day?

- Bring us up to 5 of your most unique Hershey-related photos and documents.
- We will scan them on-site and immediately return your originals.
- You will receive a copy of the digital files, and another copy will be preserved in the Archives for future generations.
- Experts will be available on-site to advise participants on how to care for their materials.

This is a free, drop-in event; no registration required.

For more information, please contact us at [contact@hersheyarchives.org](mailto:contact@hersheyarchives.org) or 717-533-1777.



# Wildflower Seed Mixes: To Plant or Not to Plant?

By Lois Miklas, Penn State Master Gardener, Lancaster County  
and Retired Educator, The M.S. Hershey Foundation



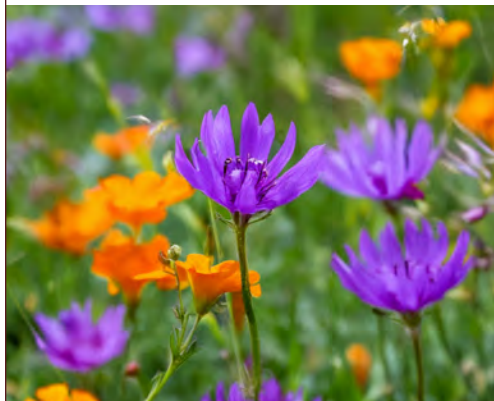
**W**ildflower seed mixes are an alluring concept. Pictures on the seed packets or in catalogs often depict flowers in a variety of colors and shapes blooming all at once. Before you plant a wildflower mix, here are some things to consider.

## Wildflower vs. Native Plant

Not all wildflowers are native plants. Though there is not a technical definition for a wildflower, it is generally thought of as a plant that naturalizes easily. Think of common roadside plants such as Queen Anne's lace and chicory, which are not native to North America. Unless a wildflower seed mix is specifically labeled as native to your region, it will contain non-native plants. I examined a number of wildflower seeds mixes, and the proportion was roughly half native, half non-native plants.

## How to Select a Wildflower Seed mix

Look for a seed mix that is formulated for your site. You can find seed mixes that are specifically for sun, shade, wet areas and dry meadows, among other conditions. Choose a mix that is designated for your region, and if you want only native plants, make sure it is labeled as such.



## Words of Caution

- Wildflower seed mixes usually contain annuals and perennials, unless otherwise indicated. Annuals will be most visible the first year and may self-seed in subsequent years. Perennials in the mix may not germinate until they have undergone a cold period.
- Annuals in the mix may bloom all season, but each perennial in the mix will only bloom for several weeks.
- Many who have tried wildflower mixes report that one variety of plant takes over after the first year or two.
- Be sure to check what is in the seed mix. It may contain weeds or even invasive species. Seed mixes should include botanical names so that you are sure what plants you are getting.
- Be especially cautious of seed mixes that are not labeled. You might receive these as wedding favors or embedded in whimsical paper shapes. Planting these in a container may be prudent, just to see what comes up.
- Learn to recognize what is in the mix you purchased so that you will notice weeds that creep into the planting area.

## Plant Plugs as an Alternative

Plant "plugs" are an alternative to wildflower seed mixes. These are small plants rooted in landscape trays that hold at least a several dozen of the same plant. Though they are not as inexpensive as seeds, they are less expensive than individually potted plants. Look for plant plugs from online nurseries. If you do not need a large quantity of the same plant, you could split an order with another gardener. Or look for landscape plugs sold individually at Master Gardener plant sales.

If you are considering planting a wildflower mix, consult the **Garden Hotline** of your county Master Gardener program. Though they cannot recommend a specific seed company, they can help you evaluate a wildflower mix or help you choose one that is appropriate for your garden.



## Hershey Gardens' Wildflower Meadow Gets a Colorful Boost This Spring

As guests make their way into the Milton & Catherine Hershey Conservatory, they're greeted by the beauty of a wildflower meadow. Nestled on the bank below, this area is planted with native grasses and perennials—not only to stabilize the slope but also to provide a sanctuary for pollinators.

The meadow was originally planted in 2016, but needed a bit more floral flair. To enhance its visual appeal and ecological value, the horticulture team is adding a vibrant mix of flowering perennial plugs this spring. Nearly a dozen species will be introduced—some already familiar to the space, others making their debut.

Here's a peek at a few of the new additions:



**Allium cernuum**  
(Nodding Onion)

This charming native features pom-poms of star-like blossoms that droop

gracefully from curved stems, blooming in shades of cream, pale pink, and lavender mid-summer. Easy to grow and naturally deer-resistant, nodding onion slowly spreads via seed and bulb, making it a low-maintenance favorite.

### Callirhoe involucrata (Purple Poppy Mallow)

With its striking magenta, chalice-shaped blooms, this groundcover puts on a show from late spring through summer. The flowers open each morning and close at night, creating a long-lasting display. Its low, sprawling habit allows plenty of sunlight to reach neighboring plants, encouraging a harmonious mix of blooms.

### Pycnanthemum muticum (Clustered Mountain Mint)

This aromatic perennial thrives across much of the Eastern U.S., forming neat clumps with mint-scented foliage. Mid to late summer



brings clusters of tiny, pinkish-white flowers—an irresistible magnet for pollinators of all kinds.

### Heliopsis helianthoides var. scabra (Ox-Eye Sunflower)



Bright golden-yellow petals surround fiery red-orange centers atop purple-tinged stems, adding bold color and height to the meadow. These cheerful, daisy-like blooms stretch toward the sun, creating a radiant summer display.

With these additions, the meadow at Hershey Gardens is set to bloom brighter than ever—delighting visitors and pollinators alike.



# MARK YOUR CALENDAR!

All activities below are included in admission; free for members, except where a cost is noted.

## Sarah's Creamery

Saturday, May 24 and Sunday May 25  
from 11 a.m. to 5 p.m.

Enjoy Sarah's Creamery festive ice cream *truck!* Their Penn State flavors are made at the Berkey Creamery at Penn State University's Main Campus. *Additional fee.*



**Father's Day: Free Admission for Dads!**

**The Gathering in the Garden: Rolls Royce Car Show**

Sunday, June 15 from 9 a.m. to 6 p.m.



Bring Dad to enjoy 3,000 roses in full bloom! Plus, experience a stunning display of Rolls-Royce and Bentleys and learn about their history from members of the headquarters region of the Rolls-Royce Owners' Club.

Vehicles will be parked inside Hershey Gardens around Swan Lake. Enjoy food trucks: The Good, Good Coffee Cart Cold Brew Camper from 9 a.m. to 3 p.m. and Sarah's Creamery from 11 a.m. to 5 p.m.



**Zoology Zone Interactive Cart**

Mondays through Thursdays,  
June 23 through August 14  
from 9:30 to 11:30 a.m.

Come meet some new "friends" at the Zoology Zone Interactive Cart! The cart will be stationed in the Conservatory and will feature several small animals and arthropods, along with deceased butterfly specimens that guests can touch and feel. Staffed by Hershey Gardens Volunteers.



**Garden Tastings in the Hoop House**

Wednesdays, June 25, July 9, July 23 and August 6  
from 10 a.m. to 11:45 a.m.

Enjoy seasonal tasting featuring a freshly harvested herb, vegetable or fruit growing in the Hoop House. Learn what's in season, compare varieties and learn how to determine ripeness. Staffed by Hershey Gardens Volunteers. In case of inclement weather, this program may be subject to last-minute cancellation.



**Gretna Theatre Summer Kids Series**

**Don't Let the Pigeon Drive the Bus!**

Sunday, August 3 at 1 and 3 p.m.

Performances held in The Children's Garden Amphitheater. In the event of inclement weather, performances will be held under the tent in the Milton & Catherine Hershey Conservatory.



**Hershey Area Art Association Show & Sale**

Friday, August 29 through Sunday, August 31 from 9 a.m. to 6 p.m.

Enjoy fabulous works of art at the "Blooming Art" display in the Milton & Catherine Hershey Conservatory.

**National Public Gardens Day**

Friday, May 9 from 9 a.m. to 5 p.m.

Enjoy the height of springtime color and beauty! **Download this voucher** to receive 50% off admission on May 9 only. Plus, enjoy a guided garden tour at 2 p.m.



**Mother's Day Weekend: Free Admission for Moms!**

Saturday, May 10 and Sunday, May 11 from 9 a.m. to 5 p.m.

On Sunday, see a variety of rhododendrons and azaleas from the Mason Dixon Chapter of the American Rhododendron Society. Display located in the Education Center in The Children's Garden. Enjoy food trucks:

Sarah's Creamery on Saturday and Sunday from 11 a.m. to 4 p.m. and Noel's Café on Sunday only from 9 a.m. to 2 p.m.

**Susquehanna Iris Society Show**

Saturday, May 17 from 9 a.m. to 5 p.m.

**in the Garden Cottage**

Enjoy brilliantly colored irises and arrangements from members of the Susquehanna Iris Society. Knowledgeable members will be available to answer questions. Plus, enjoy Sarah's Creamery from 11 a.m. to 4 p.m.



**National Red Rose Day**

Thursday, June 12 from 9 a.m. to 6 p.m.

National Red Rose Day is the annual celebration of the red rose – a universal symbol of love and romance. Join us for 30-minute Historic Hershey Rose Garden tours at 10 a.m. and 2 p.m.

**Music in the Gardens**

Thursday, June 19 from 6 – 8 p.m.

Thursday, July 17 from 6 – 8 p.m.

Thursday, August 21 from 6 – 8 p.m.

Join us for three evenings of beautiful music in the Gardens! Guests are invited to bring their own beverages and snacks, as well as chairs or a blanket. The Butterfly Atrium will be closed. Regular admission rates apply; free for members.



Sponsors:

Robert Ackerman | Robert & Linda Pugliese | Dr. Thomas Davis







### Bug-O-Rama

Sunday, September 7 from 10 a.m. to 3 p.m.

Get buggy with the PA Woodmobile and learn about invasive insects that live in the Pennsylvania woodlands and participate in a variety of fun bug activities with Penn State Entomology, Ryan the Bug Man and PA Bat Rescue, among others. Plus, enjoy Sarah's Creamery. See the full schedule of events at [HersheyGardens.org](http://HersheyGardens.org).

### Hershey Gardens Member Reception

Wednesday, September 24 from 4:30 to 6 p.m.

Members, look for your invitation in the mail!

SAVE  
the DATE

## Pumpkin Palooza

October 18, 19, 25 and 26 from 9 a.m. to 5 p.m.

Check [HersheyGardens.org](http://HersheyGardens.org) for more details in the coming months!



### Bonsai Exhibit by Susquehanna Bonsai Club

Wednesday, September 24 through

Saturday, October 11 from 9 a.m. to 5 p.m.

Marvel at a variety of bonsai specimens from the premiere bonsai club of the Susquehanna Valley. Exhibit on display in the Hoop House.



### Bonsai Demonstration by Susquehanna Bonsai Club

Saturday, October 4 from 10 a.m. to 2 p.m.

Join members of the Susquehanna Bonsai Club for multiple demonstrations of how to take care of bonsai specimens. Demonstration will be held in The Children's Garden. In case of inclement weather, it will be moved to the Conservatory.



### Intro to Forest Bathing with ANFT Forest Therapy Guide Lauren Berg

Saturday, September 27 and

Saturday, October 11

from 9:15 a.m. – 11:15 a.m.

\$30 for members,

\$35 non members

Online registration

required here, starting August 1.

Forest bathing is a guided experience that invites participants to slow down, engage their senses, and cultivate a deeper connection with the natural world. Inspired by the Japanese practice of Shinrin-Yoku, forest bathing has been shown to reduce stress, boost immune function, and enhance overall well-being.



## CALLING ALL GIRL SCOUTS!

Join Us for These Girl Scout Workshops

Registration is required and includes admission to Hershey Gardens and the Butterfly Atrium for the day. Please note that general admission tickets are required for accompanying family members. [Click here to learn more and register.](#)

### Brownie Scout "Bugs" Badge Requirement Workshop

Sunday, September 7 from 10 a.m. to 12 p.m.

Complete badge requirements during "Bug-O-Rama" at Hershey Gardens. At least one adult is required to register and accompany each troop, or individual Scout. \$15 per Scout; \$13 per Scout leader



### Brownie Scout "Senses" Badge Requirement Workshop

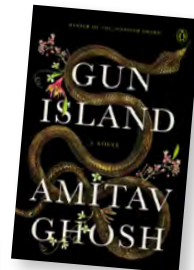
Saturday, September 20 from 10 a.m. to 12 p.m.

Explore the Senses Garden and Historic Hershey Rose Garden while completing requirements for the Brownie "Senses" badge. At least one adult is required to register and accompany each troop, or individual scout. \$15 per Scout; \$13 per Scout leader



### Eco-Fiction Book Club

Join us to explore works of eco-fiction, nature and environment-oriented works, which often include a human element. It is not necessary to attend all sessions – join us when you can! New participants are always welcome. We encourage you to read each month's selection prior to the meeting to fully participate in the discussion. Located in the Garden Cottage.



Friday, July 25 from 10 to 11:30 a.m.

*The High House* by Jessie Greengrass

Friday, October 24 from 10 to 11:30 a.m.

*Gun Island* by Amitav Ghosh

Book selections for each month can be found at your local public library or at any major retailer. Please contact Vera Kolstrom to register: 717.508.5970 or [velkolstrom@hersheygardens.org](mailto:velkolstrom@hersheygardens.org).



Healthy Steps  
Walking Program  
AT HERSHEY GARDENS



Get out, get healthy – and enjoy the beautiful views! Join Hershey Gardens’ Healthy Steps Program, which is designed for all levels of walkers. Simply ask for your Walking Program punch card at your first visit. Bring it back every time you visit the Gardens to walk, and we’ll punch your card. **For every 10 walks, you’ll get a free pass to bring a friend to walk with you!**

Walkers can choose to pay per visit, or become a member. Memberships start at just \$50 for an individual.

Plus, as a **member**, you’ll enjoy other benefits such as newsletters, discounts and an annual member reception.

Each lap around the Garden is approximately ¾ mile. Walkers can choose how far to walk each visit.

Happy walking!



2025 SUMMER CAMPS at HERSHEY GARDENS

Our exciting, hands-on approach to science provides children the unique opportunity to conduct exciting and engaging experiments and activities. We make learning science FUN!

Full day options are \$415/week; half day options are \$240/week.

For more information or to register for the camps, please visit [scienceexplorers.com](http://scienceexplorers.com)

SCIENCE EXPLORERS

Wizarding World of Science (Formerly Potions, Powders and Polymers)

June 23 – 27

Half Day: 9 a.m. – 12 p.m.

Full Day: 9 a.m. – 4 p.m.

Ages 7-11

Is it science or magic? You’ll find out! In our half-day camp you’ll create erupting foam monsters, conduct amazing air pressure experiments, dig for hidden treasures, unravel the mysteries of illusions and build your own spectrosopes to explore the vibrant spectrum of light. Stay for the full day and prepare for more captivating discoveries! We’ll reveal many mysteries of science as we investigate creepy creatures, learn clever troll tricks, capture a rainbow in a bottle, make instant snow, mix up glowing slime and conduct lab tests on mystery substances.

Camp CSI

July 21 – 25

Full Day: 9 a.m. – 4 p.m.

Ages 7-11

Become a Science Explorers CSI! We’ll use forensic techniques to document evidence, lift fingerprints, analyze mystery powders, conduct simulated blood testing, extract DNA from bananas, perform fiber analysis, and use a black light to uncover hidden clues. See if you’ll be the one to crack the case!



Science Adventures!

July 28 – August 1

Half Day: 9 a.m. – 12 p.m.

Full Day: 9 a.m. – 4 p.m.

Ages 7-11

Uncover the mysteries of ancient Egypt, build your own weather station to explore the wild world of meteorology, and get elbow deep in the science of slime. Plus,

you’ll whip up delicious homemade ice cream, investigate the fascinating realm of sound, and experiment with chemistry mixtures that fizz and pop. Each day is packed with fun and discovery!

Take A Dive

August 4 – 8

Half Day: 9 a.m. – 12 p.m.

Full Day: 9 a.m. – 4 p.m.

Ages 7-11



Dive into the world of marine biology and oceanography! In our half-day camp you’ll dissect a real shark, participate in fisherman’s challenge, examine the anatomy of a fish and learn the ancient technique of gyotaku or “fish rubbing”, learn to survive at sea with a homemade solar still, create a kelp forest and make your own submarine. Stay for the full-day camp and come face-to-face with some unique sea creatures! You’ll complete a squid dissection, bring to life genuine Triassic Triops, conduct a whale adaptations lab, and examine many weird wonders that live under the sea!

Junior Discoverers

August 11 – 15

Half Day Only: 9 a.m. – 12 p.m.

Ages 4-6

Get ready to roll up your sleeves and explore botany, oceanography, astronomy and entomology! We’ll dissect a plant and learn what each part does, plant seeds in your very own terrarium, investigate a real octopus, discover the fascinating world of shell-dwelling creatures, craft a constellation viewer, and embark on a journey through space in our homemade planetarium. Plus get ready to “bug out” as we create insect habitats so we can investigate our 6-legged friends up close. This will be an exciting exploration of the natural world that promises to spark curiosity and imagination!



HERSHEY AREA PLAYHOUSE

Hershey Area Playhouse Summer Theatre Camp

For students grades 4 through 9 only  
Public performance on Friday, July 18 at 12 p.m.

Cost: \$275 + registration fees  
Instructor: Laurie Miller Petersen



*The Stuff of Legend*, based on a book by James C. Christensen, and adapted and written by Jennifer Feldser, is an epic adventure featuring a cast of classic and popular literary figures. From characters like Peter Rabbit to the Wicked Witch, and fantastical places like Narnia and Wonderland, there is something for everyone! The camp will be complete with auditions, casting of all 30 campers, acting games, rehearsals, memorized lines, blocking and stage combat.

Limited spots available, please register early.

Monday rehearsals are at the Playhouse, Tuesday through Friday rehearsals are at Hershey Gardens. The camp will culminate with a full production on Friday, July 18. Learn more and register at [HersheyAreaPlayhouse.com](http://HersheyAreaPlayhouse.com).



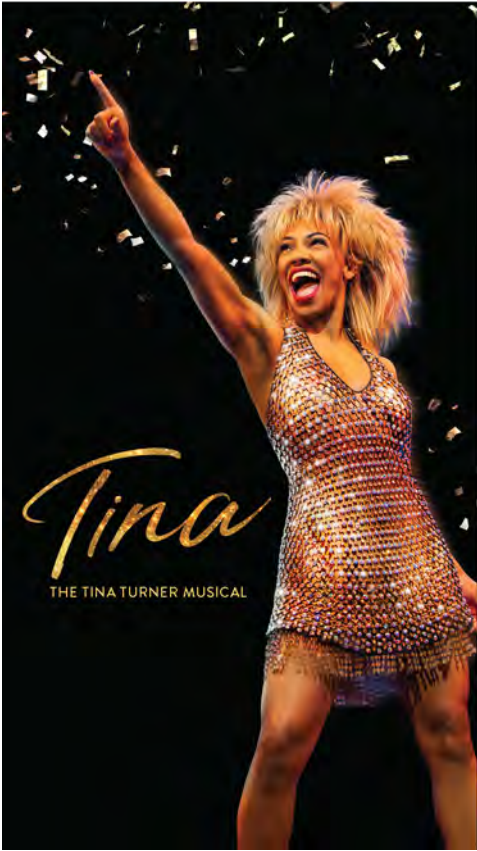


HERSHEY THEATRE

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2026 BROADWAY SERIES

Subscriptions Now Available at HersheyTheatre.com | Starting at \$129



TINA - The Tina Turner Musical  
March 24 -29, 2026

An uplifting comeback story like no other, *TINA – The Tina Turner Musical* is the inspiring journey of a woman who broke barriers and became the Queen of Rock n’ Roll. Set to the pulse-pounding soundtrack of her most beloved hits, this electrifying sensation will send you soaring to the rafters.

One of the world’s best-selling artists of all time, Tina Turner won 12 Grammy Awards and her live shows were seen by millions, with more concert tickets sold than any other solo performer in music history.

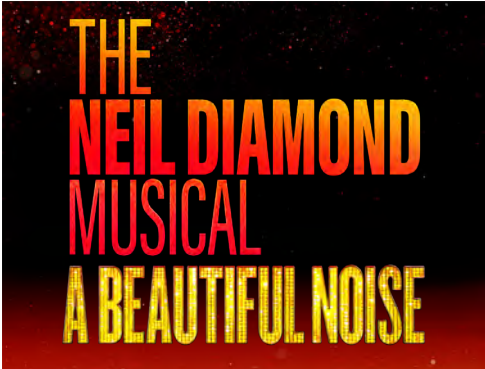
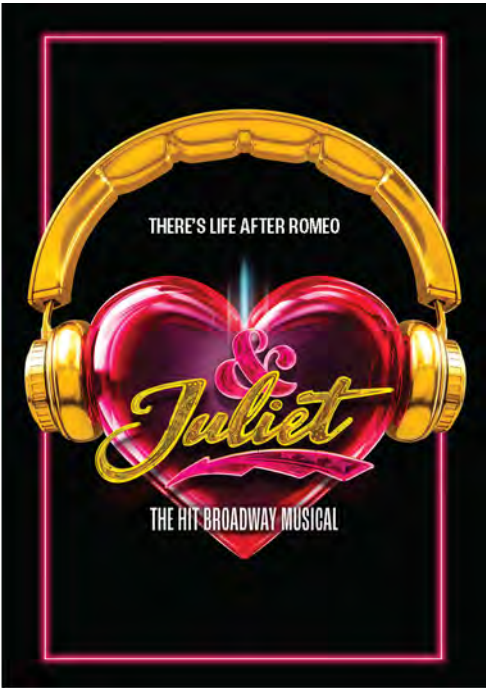
Featuring her much loved songs, *TINA – The Tina Turner Musical* is written by Pulitzer Prize-winning playwright Katori Hall.

& Juliet

April 14-19, 2026

Created by the Emmy®-winning writer from “Schitt’s Creek,” this hilarious new musical flips the script on the greatest love story ever told. *& Juliet* asks: what would happen next if Juliet didn’t end it all over Romeo? Get whisked away on a fabulous journey as she ditches her famous ending for a fresh beginning and a second chance at life and love—her way.

Juliet’s new story bursts to life through a playlist of pop anthems as iconic as her name, including “Since U Been Gone,” “Roar,” “Baby One More Time,” “Larger Than Life,” “That’s The Way It Is,” and “Can’t Stop the Feeling!”—all from the genius songwriter/producer behind more #1 hits than any other artist this century. Break free of the balcony scene and get into this romantic comedy that proves there’s life after Romeo. The only thing tragic would be missing it.



A Beautiful Noise,  
The Neil Diamond Musical  
June 30 - July 5, 2026

Created in collaboration with Neil Diamond himself, *A Beautiful Noise* is the uplifting true story of how a kid from Brooklyn became a chart-busting, show-stopping American rock icon. With 120 million albums sold, a catalogue of classics like “America,” “Forever in Blue Jeans,” and “Sweet Caroline,” an induction into the Songwriters and Rock and Roll Halls of Fame, a Grammy® Lifetime Achievement Award, and sold-out concerts around the world that made him bigger than Elvis, Neil Diamond’s story was made to shine on Broadway-and head out on the road across America.

Show Your Support:  
Join the Hershey Theatre Guild

This group of theater enthusiasts get the best the Theatre has to offer: pre-sale offers, a special reception, parking privileges, tours, free tickets – and a spectacular annual dinner at High Point Mansion. Memberships start at just \$100.are good for one year.

[Learn More and Join Online Here.](#)



HERSHEY THEATRE  
APOLLO  
AWARDS



Sunday, May 18, 2025 at 7 p.m.  
at the Giant Center

Celebrate the achievement of high school students in musical and play productions at the 17th annual Hershey Theatre Apollo Awards!

For tickets, visit [HersheyTheatre.com](#)





63 West Chocolate Avenue  
Hershey, PA 17033 | 717.298.2200  
[MSHersheyFoundation.org](http://MSHersheyFoundation.org)

*The M.S. Hershey Foundation is a 501(c)(3)  
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## 2025 OPERATING HOURS



**Now through December 31: 9 a.m. to 5 p.m.\*  
(\*December 24: 9 a.m. to 3 p.m.)**

**\*Closed on Thanksgiving and Christmas Day.**

# Special Badge Workshops for Scouts

Join The Hershey Story Museum for these special badge workshops;  
\$18 per Scout and \$15 per leader/adult chaperone. Learn more and **register here**.



### Cadette Girl Scout "Business Creator"

#### & Senior Girl Scout "Business Startup" Badge Workshop

**Saturday, September 20, 2025 from 9:30 a.m. – 12:30 p.m.**

Girl Scouts will work in teams to brainstorm ideas and create an actual chocolate confectionary product for a specific demographic, develop a business plan for their unique product, and then present their product and marketing strategy to the group.

### Scouting America "Entrepreneurship" Merit Badge Workshop

**Saturday, October 25, 2025 from 9:30 a.m. – 2:15 p.m.**

Milton S. Hershey was a successful entrepreneur whose keen business sense and philanthropic approach were instrumental in establishing his chocolate company over a century ago. In this workshop, Scouts will explore the skills and processes essential to developing a business as they create a business plan for a chocolate confectionary product and learn about market trends, financial concerns, as well as marketing and promotional methods. Each Scout will make a chocolate confection to take home as well as explore the museum's exhibits during the workshop.

## Summer is Sweet in the Chocolate Lab

From chocolate beach bars to s'mores galore, Chocolate Lab participants can create something amazing—and delicious—in the Lab this summer! Learn how cocoa beans are grown, harvested and processed into delicious milk chocolate in these hands-on, interactive classes.

Forty-five minute classes are ideal for adults and children ages 5 and older. Tickets are available at The Hershey Story admissions desk on the day of the class on a first-come, first-served basis; space is limited.

[Click here](#) for more information and daily class schedules.

#### This summer's classes include:

##### S'mores Galore

Have some summer fun as you make your own sweet variation on s'mores (without the fire, of course). Learn the origins of this campfire confection, as well as some Hershey's trivia!

##### Planet Chocolate

Learn some delicious geography by discovering the many places around the globe where cocoa beans are grown. You will be guided to recognize differences in cocoa beans' appearance and taste, and make your own unique bar to take home!

##### Chocolate Beach Bars

Celebrate summer by designing your very own seashore-themed milk chocolate bar using an edible decal and plenty of graham cracker "sand." Take a walk along our "chocolate beach boardwalk" as you learn about Hershey's classics.

##### New! Fireworks Bar

Celebrate July with a booming Fireworks Bar class in the Chocolate Lab! Made with red, white and blue sprinkles, as well as pop rocks for some "explosive" fun!

# JOIN US!

## Milton Hershey Birthday Celebration at ChocolateTown Square Park

(located at Chocolate and Cocoa Avenues)

**Saturday, September 13 from 6:30 - 7:30 p.m.**

Join the Hershey community as we celebrate what would have been Milton Hershey's 168th birthday! Bring your lawn chair or blanket and enjoy a performance of live music in the newly renovated ChocolateTown Square Park. The concert concludes with a sweet treat for all attendees. In case of inclement weather, the celebration will be held in the Grand Lobby of The Hershey Story.

