

THE LEGACY

NEWS from THE M.S. HERSHEY FOUNDATION | FALL/WINTER 2024 | ISSUE 38

Hershey Gardens Unveils Plans to Expand Conservatory

Capital Campaign to Launch Fall 2024

One of the most enduring legacies of Milton and Catherine Hershey is their unwavering belief in the transformative power of education. Through this commitment, they have enriched the lives of countless students and set a powerful example of how philanthropy can foster opportunity and create a lasting impact on future generations.

The M.S. Hershey Foundation continues to honor this commitment to education by embarking on a new project to expand the Milton & Catherine Hershey Conservatory, which originally opened in 2016.



AT HERSHEY GARDENS

A Tribute to The Original Rose Garden

“With a nod to Mr. Hershey and his request in 1936 to create ‘a nice garden of roses,’ the new addition will be lovingly named the Rose Garden Pavilion,” said Don Papson, executive director. “It overlooks the largest part of the original Hershey Rose Garden.”

The new 3,300-square-foot pavilion will replace the current concrete tent pad; its architecture will mirror the same beauty and elegance as the Conservatory. “This will allow us to host additional school groups throughout the year, as well as horticultural shows and other forms of educational entertainment,” said Papson. “We are also creating a beautiful terrace, where guests can take in the beauty of Mr. Hershey’s original rose garden.”

Be A Part of His Legacy

A \$3.5 million capital campaign will be kicking off later this fall. “This is perhaps the final major expansion for Hershey Gardens,” said Papson. “This much-needed pavilion will finally give us the additional year-round space we need to better accommodate the needs of our guests. The Conservatory is bursting at the seams.”

“The success of the upcoming capital campaign is critical,” said Papson. “We are hopeful that our members and community can help us further Mr. Hershey’s educational vision.”



Groundbreaking for the new pavilion will be in fall 2025, with an anticipated opening date of fall 2026.

“These donations will embody the spirit of Milton Hershey’s legacy, demonstrating a dedication to his vision and values,” said Papson. “This pavilion will help us create additional space for students and guests to discover the natural world.”

Stay tuned for more information on the Rose Garden Pavilion and capital campaign, which will officially begin later this fall.



The new Rose Garden Pavilion will expand educational and event space.



Hershey Gardens was originally named Hershey Rose Garden when it opened in 1937.

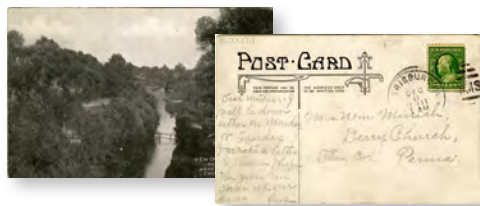
Postmarked Hershey: A History of Postcards

By Eleanor Parrey, Archives Assistant, Hershey Community Archives

Postcards are perhaps one of the most popular souvenirs of all time. They have a long history and endured many changes along the way. The first commercially sold picture postcards debuted in 1893 at the World's Columbian Exposition in Chicago, the same exposition where Milton Hershey first saw chocolate manufacturing equipment. From there, they continued to evolve, particularly how the back of the cards was laid out and how the images on the front appeared.

The undivided-back period, 1901 through 1907, was the first time the words "post card" appeared on the back of privately printed cards. The backs were used for the address only, so many cards from this period have writing on the front.

In 1903, when postcards were becoming popular, the Eastman Kodak Company released a new product: the postcard camera. This camera exposed a postcard-sized negative that could print directly onto a blank postcard. These "real photo" postcards remained very popular well into the 1930s.



This divided-back postcard is a black and white photographic postcard of Hershey Park. It is postmarked 1911.

The divided-back period from 1907 through 1915 is known as the "golden age" of postcards. Having a divided back allowed for messages on the left half and the address on the other.



This white border postcard shows Hershey Park Zoo and is postmarked 1919.

The white border period, 1915 through 1930, arose during World War I. German printers were less available during the war, causing U. S. publishers to create more of their own postcards. They found they could save ink by not printing to the edge, hence the white border. It was also during this time that descriptions about the image were added to the back of the card. This practice continued throughout the other periods and still does today.

The linen period, 1930 through 1945, used high rag content linen paper that affected the look and feel of the card. This



This undivided-back postcard is postmarked 1907. It shows the Hershey Volunteer Fire Company building with men standing outside along with their horse-drawn fire engine.



This Colortone linen and white border postcard depicts the Sunken Garden and Electric Fountain at Hershey Park, and is postmarked 1940. This card was created by Curt Teich & Co. and features the "C.T. Art-Colortone" description on the back.

period had a mixture of printing styles from the other periods: both white border and full edge printing. They also contained descriptions of the image on the back side.

Years 1939 until around 1970 are known as the photochrom period, which introduced color images that looked like photographs. Photochrom postcards are ink-based images produced through the direct transfer of the negative onto litho or chromographic printing plates. This allowed printers to create a color image from a black and white photographic negative.

As technology advanced through the years, the different printing processes changed, going from lithography to process printing and more modern means of production.

The history of postcards saw many companies rise and fall, but perhaps the most renowned and widespread was Curt Teich & Co. Curt Teich, a German born printer, was a pioneer in the American process printing industry. Originally, tricolor printing, using RYB (Red, Yellow, Blue) or RGB (Red, Green, Blue) was popular, soon giving rise to process printing, which involved a four-color palette, CMYK (Cyan, Magenta, Yellow, Key [Black]). Process printing is known for its signature "rosettes" which are created by the rotation of each color plate while printing. Teich used the four-color palette, CMYK, but opted for a five-color process, adding dark blue. These linen postcards dominated the industry for

their vibrant colors. Teich was the largest volume printer of scenic views in the world from 1920 through 1940. A vast number of postcards within the collection at the Hershey Community Archives are created by Teich and are labeled, "C.T. Art-Colortone."

The evolution of postcards is evident within the postcard collection at Hershey Community Archives. We tell the story of Hershey through postcards: from the more modern images of Hersheypark, to the undivided back postcard of the Hershey Volunteer Fire Company. We can trace a path through time looking at the diverse cards within the collection.



This photochrom style postcard of Hershey Park demonstrates the printing process of creating photorealistic color images. Made in Germany and published by "Harpel, Publisher, Lebanon, Pa."

NEW!
See the Entire Collection
of Hershey Postcards

Hershey Community Archives has digitized all the postcards within the collection. The entire postcard collection is searchable and visible at HersheyArchives.org. We invite you to take a stroll through Hershey history, one postcard at a time.

Click [here](#) to see the Hershey postcard collection.

What Were Mr. Hershey's Favorite Foods?

“The Hershey community shares a special connection to Milton Hershey,” said Jennifer Henderson, senior archivist at Hershey Community Archives. “We always enjoy learning more about Mr. Hershey’s day-to-day life so we can better relate to him as a person.”

“In the Archives, we are often asked about Mr. Hershey’s favorite foods,” said Henderson. “Luckily, Hershey biographer Dr. Paul A.W. Wallace conducted a plethora of first-hand research into Mr. Hershey’s life, including what he liked to eat. Here’s what we have found in Wallace’s extensive notes and interviews.”



Milton (far right) and Kitty (fourth from left) Hershey entertaining friends in the breakfast room at High Point, ca. 1910-1912

Pennsylvania Dutch foods

Mr. Hershey came from a Mennonite background and enjoyed many Pennsylvania Dutch dishes such as:

- Schnitz un’ Knepp (pork with dried apples and dumplings)
- Chicken and waffles (think chicken stewed with gravy, NOT the southern version with fried chicken with syrup or hot honey)
- Coleslaw with cream dressing
- Dried corn (typically cooked with water or milk to create a sweet casserole-like dish)

Main dishes

- Mr. Hershey loved chicken and waffles, but he also enjoyed roasted, stewed, and stuffed chicken dishes.
- He also liked seafood, particularly lobster. Lobster Newburg was a favorite.

Desserts

- Believe it or not, Mr. Hershey’s favorite dessert wasn’t chocolate – it was the Pennsylvania Dutch classic, shoofly pie.
- His favorite cookie was sugar cookies, which usually came from the bakery at Hershey Industrial School.

Fruits

- He enjoyed tropical fruits, specifically mangos, pineapples and oranges. Perhaps he gained a taste for these during his time in Cuba.
- He also frequently ate honeydew melon and watermelon.

Favorite drinks

- He liked to drink tomato juice made at Hershey Industrial School by Mildred Hammond.
- When he did imbibe in alcoholic beverages, he drank primarily wine and champagne (Veuve Clicquot and Krug Privat Cuvée were his preferred champagne brands.)

Simple pleasures

We all have those classic, simple foods that we love to eat. Mr. Hershey was no different! Some of his favorites were:

- Cornbread and milk
- Noodle soup
- Baked potatoes
- Coffee

“Next time you sit down for a plate of chicken and waffles (the Pennsylvania Dutch kind!), eat a slice of shoofly pie, or drink a glass of champagne,” said Henderson, “take a moment to imagine sharing your meal with Mr. Hershey.”

How the Pandemic Grew Hershey Story’s Homeschool Program

The Hershey Story Museum has hosted a Homeschool Day every fall and spring almost since it opened in 2009. “On these days, dozens of homeschooling families participated in an educational scavenger hunt, a special Chocolate Lab class and various activities in the classroom that all revolved around a theme,” said Elizabeth Lindsay, education manager.

Back in spring 2020, the world seemingly stopped due to the pandemic, which was spreading. “We were only a week away from the spring homeschool day when we closed for three months,” said Lindsay.

Upon reopening in June 2020, social distancing and masking became commonplace as the public slowly acclimated to a new normal. “We realized a day full of families in close contact would not be possible,” said Lindsay. So, a new idea was born. “What if we create a program that focused on smaller numbers of people participating in a hands-



Elizabeth Lindsay leads a homeschooling group in the classroom.

on educational experience where adults and children learned together? What if we had Homeschool Month instead of Homeschool Day?” said Lindsay. “This brainstorming is how the museum’s homeschool program was reinvented.”

And so the new homeschool program began. “The classroom was set up with tables at six feet apart and every family had their own table,” explained Lindsay. “We had a maximum of 30 participants in each session and offered two sessions a day.”

The new format was a success. “As COVID-19 has evolved, we have added a few more guests and more opportunities for them to co-mingle,” said Lindsay.

“I guess this is a story of making lemonade out of lemons,” laughed Lindsay. “While the pandemic

was unfortunate, it made us reevaluate our programs, think in new ways, and helped us create a better educational experience for our visitors.”

“Our Homeschool Month has the added benefit of accommodating more participants than our previous one-day program,” said Lindsay. “We now offer two limited-ticket Homeschool sessions every Wednesday in October and every Tuesday in March. Plus, homeschooling groups can book a private program anytime during the year. Many families return each year to learn, explore and discover new things together!”



Join us for a special hands-on program, just for homeschool and virtual learning families!

Food of the Gods: Chocolate in Mesoamerica

Every Wednesday in
October - 2, 9, 16, 23, and 30, 2024
at 10:00 a.m. and 1:00 p.m.

Cost:
\$17.00 for ages 3 and over.
Ages 2 and under are free.
Advanced registration is required
at HersheyStory.org

[Click here to learn more.](#)



The Hershey Story Museum Adds New Artifacts to the Collection

The collection and preservation of Hershey-related artifacts is paramount to the mission of The Hershey Story Museum. “This year, staff have acquired many fascinating objects to preserve for future generations” said Jake Dunnigan, collections assistant. “The museum’s collection has grown by over 300 artifacts so far in 2024.”

Following Milton Hershey’s death in 1945, many of his possessions from High Point Mansion were sold. “As a result, we are always on the lookout for any original furnishings from his home,” said Dunnigan. “It was exciting when a potential donor offered a Jersey cow painting to the museum. According to the donor, their grandparents purchased it from Mr. Hershey’s estate auction. Records provided by the Hershey



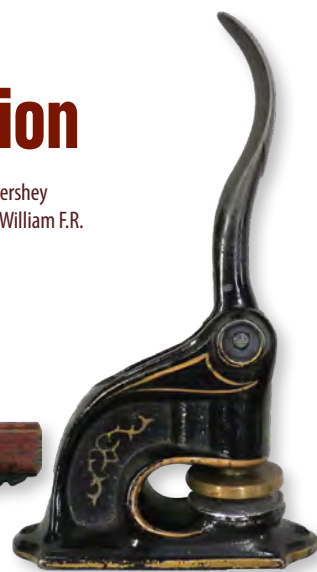
Painting once owned by Milton Hershey

Community Archives confirmed this claim. After almost 80 years away, this painting is finally back in Hershey.”

Another noteworthy addition to the collection is an ornate seal press donated by The Hershey Company. “A seal press like this one embossed a corporate seal onto official documents,” said Dunnigan. “This press embosses the seal of the National Licorice Company. Formed in 1902, The National Licorice Company later changed its name to Y&S Candies, Inc. in 1968. The company is most notable for creating Twizzlers. Hershey Foods Corporation acquired Y&S Candies, Inc. in 1977.”

Another amazing artifact also donated by The Hershey Company is a stamp bearing the signature of William F.R. Murrie. “William Murrie was first hired by Milton Hershey in 1896, as a salesman for

Stamp bearing the signature of Hershey Chocolate Corporation President, William F.R. Murrie



National Licorice Company corporate seal press



These two children’s hats were Hersheypark souvenirs

the new Hershey Chocolate Company,” said Dunnigan. “His sales skills quickly led to his promotion to the position of General Manager in 1897. He and Mr. Hershey worked side by side to grow the company in its early years.” Murrie went on to become president of the company in 1908, a position that he held until his retirement in 1947.

Two small hats from the 1960s round out the highlight of new artifacts. “These two tiny straw hats were children’s souvenirs from Hersheypark,” said Dunnigan. “One belonged to the donor, and the other was her sister’s.”

Cultural Expressions

An elegant, progressive dinner at historic settings

Saturday, October 26, 2024

5:30 - 9:00 p.m.



This historic image depicts Hershey Transit Company Trolley Number 22 on the tracks in front of The Hotel Hershey. December 1946

Join Us!

Evening Itinerary

- 5:30 p.m. Guests park at Catherine Hershey School for Early Learning (1050 Homestead Road, Hershey), then board a trolley.
- 5:45 p.m. Trolleys arrive at The Hotel Hershey. Guests enjoy hors d'oeuvres in the Starlight Terrace Ballroom.
- 6:30 p.m. Guests walk to dinner in the Castilian Room.
- 7:30 p.m. Guests board the trolleys and are transported back to Catherine Hershey School for Early Learning.
- 8:00 p.m. Trolleys arrive at Catherine Hershey School for dessert and a tour of the facility.
- 9:00 p.m. Event ends.

Visit HersheyStory.org or call 717.298.2203 for more information. Reservation deadline is October 18.

Thank you, Past Masters!

This summer, 19 students ages 12 to 16 contributed over 700 volunteer hours as they helped museum guests learn about the chocolate-making process, answered a variety of Hershey-related questions, and assisted with camp groups. Our Past Masters made the museum a much livelier place, and we thank them for their enthusiasm and dedication to this program!

To apply for next summer’s program, visit HersheyStory.org. Online applications will be accepted beginning March 1, 2025.



Test Your Hershey History Knowledge!

Welcome to the sweet world of Hershey trivia, where chocolate lovers and history enthusiasts can indulge in fascinating facts about Hershey - the man, the company and the town he created.



- When Hershey Rose Garden opened in 1937, how many acres of roses were on display?
 - 2 acres
 - 3.5 acres
 - 5 acres
 - 7.5 acres
- What was/were the first animal(s) to live at Hershey Park Zoo?
 - A black bear cub
 - White-tailed deer
 - Prairie dogs
 - Peacocks



- Hershey Theatre's pipe organ was manufactured by:
 - Geneva Organ Company
 - W.W. Kimball Piano and Organ
 - Aeolian-Skinner Organ Company
 - Rudolph Wurlitzer Company
- Hershey Chocolate Company was founded as a subsidiary of the Lancaster Caramel Company. What year was the chocolate company created? (Hint - the date is on every package of Hershey's Milk Chocolate!)
 - 1886
 - 1900
 - 1905
 - 1894
- At the Hershey Sports Arena on March 2, 1962, Wilt Chamberlain scored 100 points during a single basketball game. Chamberlain played for the Philadelphia Warriors. Name the opposing team.
 - Boston Celtics
 - Minneapolis Lakers
 - Oakland Oaks
 - New York Knickerbockers
- Which is the first Pennsylvania governor to have held his inaugural ball at Milton Hershey School's Founders Hall?
 - Milton Shapp
 - Richard Thornburgh
 - William Scranton
 - Robert P. Casey

- The Hershey Story Museum has changed names several times over the years. Which of the following was not an official name of the museum?
 - Hershey American Indian Museum
 - Hershey Museum of American Life
 - M. S. Hershey Museum
 - Hershey Museum



- What is Milton S. Hershey's middle name?
 - Snavelly
 - Sylvester
 - Samuel
 - Stanley
- Hershey's Milk Chocolate debuted in 1900. The original bar wrapper was white with gold lettering.
 - True
 - False
- What is the term for the rectangular pieces that you break off of your Hershey's Milk Chocolate bar?
 - Blocks
 - Pips
 - Squares
 - Segments



- Which ride was Hersheypark's first roller coaster, built in 1923?
 - sooperdooperLooper
 - Trailblazer
 - Comet
 - Wild Cat
- What year did Milton and Catherine Hershey found the Hershey Industrial School (now Milton Hershey School)?
 - 1900
 - 1909
 - 1912
 - 1923
- From 1898-1968, Hershey used a trademark that featured a "Baby in the Cocoa Bean." There were three variations of the design. Which of the following items were not held by the baby?
 - A chocolate bar
 - A cup of cocoa
 - A bottle of milk
 - A chemist's beaker
- What year was Hershey Community Archives founded?
 - 1934
 - 1974
 - 1984
 - 1994



- What Italian city is painted on Hershey Theatre's six-ton fire curtain?
 - Venice
 - Milan
 - Florence
 - Genoa

Test Your Hershey History Knowledge! - ANSWERS

- b.** In addition to 3.5 acres of roses, Hershey Gardens included a one-acre area of mature trees.
- c.** Franz Zinner received 12 prairie dogs as a gift, but was unable to keep them at his Lebanon home. Mr. Zinner approached Milton Hershey about using the prairie dogs as an attraction at Hershey Park in 1905. Zinner later received a bear cub as gift; it too was given to the park, and at that time the two men decided to create a zoo, appointing Zinner at the first zookeeper.
- c.** Hershey Theatre features a 78 rank Aeolian- Skinner concert organ with four manuals or keyboards. There are more than 4,000 pipes which are concealed behind the French doors of the front balconies facing either side of the stage. The largest pipes are over 30 feet tall!
- d.** Milton Hershey was inspired by chocolate-making equipment at the 1893 Columbian Exposition in Chicago. The following year he began making "sweet chocolate" novelties for eating. (Sweet chocolate was like today's dark chocolate.) After years of experimenting, Hershey introduced a milk chocolate bar in 1900.

- d.** The Philadelphia Warriors beat the New York Knickerbockers 169 to 147.

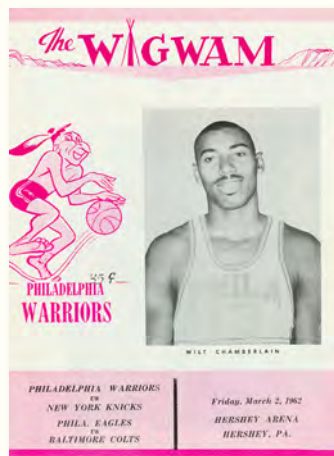
- b.** In 1979, Governor Richard Thornburgh held his inaugural ball at Milton Hershey School's Founders Hall. Governor Robert P. Casey also held his inaugural ball at Founders Hall in 1987.

- c.** When the museum opened in 1933, it was known as the Hershey American Indian Museum. By 1975, its mission and collections had expanded beyond Native American culture and the name was changed to Hershey Museum of American Life. In 1990, the museum's name was simplified to Hershey Museum. And in 2009, the name changed again to The Hershey Story, to reflect the museum's mission to preserve and interpret the life and legacy of Milton S. Hershey.

- a.** Snavelly is the maiden name of Mr. Hershey's mother, Veronica "Fanny" Snavelly Hershey.

- a.** The cocoa butter in Hershey's original milk chocolate formula separated and created an oily stain on the white paper wrapper. Maroon colored paper was adopted in 1902 and featured gold lettering. The iconic maroon and silver combination was introduced around 1906.

- b.** There are twelve "pips" on a standard Hershey's Milk Chocolate bar. The number, size and shape of the pips has changed over the product's 124-year history.



Program featuring basketball legend, Wilt Chamberlain, March 2, 1962



Original wrapper for Hershey's Milk Chocolate bar, ca. 1900-1903



Wax sample and mold of a Hershey's Milk Chocolate bar, 1958

- d.** The Wild Cat opened in 1923. It was briefly named Joy Ride. The Comet roller coaster replaced the original Wild Cat in 1945. In 1974, Trailblazer, a high-speed steel roller coaster opened. Hersheypark's first looping roller coaster, sooperdooperLooper, opened in 1977. In 1996, the Wildcat, a wooden roller coaster, opened. It was named in memory of the park's original roller coaster. Part of Wildcat's wooden structure was replaced with steel and the new hybrid coaster, Wildcat's Revenge, debuted in 2023.

- b.** Milton Hershey often credited his wife, Catherine or "Kitty" with the idea of a school to help orphan boys.

- c.** The baby holds different objects based on the product on which the logo appears. On confectionery products, the baby held a chocolate bar. On cocoa and baking product labels, the baby held a cup of cocoa. For Fountain Cocoa labels, the baby held a chemist's beaker. By 1910, the logo for all products defaulted to the baby holding a cup of cocoa.



The baby holds a chocolate bar on this Vanilla Sweet package, ca. 1898-1904)

- c.** In 1984, The M.S. Hershey Foundation hired an archival consultant to establish a community-wide archival program. Each of the Hershey Entities agreed to support the project and appoint corporate representatives to serve on the Archives Task Force. Under the guidance of The M.S. Hershey Foundation, the Archives is charged with collecting, processing, preserving and making available for research essential historical materials documenting Milton and Catherine Hershey and the businesses and communities they established.

- a.** The painting features the Grand Canal flowing past Doge's Palace, Venice. The entrance to St. Mark's Square, St. Mark's Bell Tower and Santa Maria della Salute Church are featured in the painting. Lee Lash Studio of New York painted the beautiful scene.

THE HERSHEY STORY HAPPENINGS

Free Holiday Events AT THE HERSHEY STORY

Whimsical Winter Crafts

Saturday, December 7, 14, 21 and 28, 10 a.m. to 1 p.m.



Kids, have some fun as you create a wintry craft in the museum's classroom. A different craft will be offered each Saturday. You can also try out some vintage toys and snap a unique holiday photo against a snowy Hershey scene. Free with admission.



AT THE HERSHEY STORY

Saturday, December 14 and 21, 10 a.m. to 1 p.m.



Friendly, indoor snowball fights are the centerpiece of this holiday event! Kids can visit with our own friendly snowman, as well as create a wintry craft in our classroom. Chocolate Lab participants can make special winter-themed creations. Chocolate Lab classes require a ticket purchase; other activities are free. [Click here](#) for a detailed schedule. Free with admission.

2025 NEW YEAR'S EVE COUNTDOWN

Tuesday, December 31, 11 a.m. and 1 p.m.

Celebrate New Year's Eve during the day at The Hershey Story! Kids can make some noise with "bubble-wrap stomps" at 11 a.m. and 1 p.m. Activities take place on the patio (weather permitting). Free with admission.

Calling All Scouts

"Entrepreneurship" Merit Badge Workshop for Scouts BSA

Saturday, October 26, 9:30 a.m. to 2:15 p.m.

Milton 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 and explore the museum's exhibits during the workshop. Cost is \$18 for Scouts, \$15 per leader. [Click here](#) for additional information and to register.



Brownie Girl Scout "Senses" Badge Workshop

Saturday, February 22, 2025, 9:30 a.m. to 12:15 p.m.

Girls can exercise all their senses during this interactive workshop. Activities include a sight and sound hunt through the museum, a make-and-take touch chart and food sampling to experience the five basic tastes. \$15 for Brownie Scouts and \$15 per leader/adult chaperone. Register online at HersheyStory.org beginning December 15, 2024.



Junior Girl Scout "Playing the Past" Badge Workshop

Saturday, March 22, 2025, 9:30 a.m. to 12:15 p.m.

Girls will experience the many stories of Hershey through the eyes of girls and women who lived long ago. In addition to exploring the exhibits, Scouts will play old-fashioned games and create two crafts to take home. \$15 for Junior Scouts and \$15 per leader/adult chaperone. Register online at HersheyStory.org beginning January 15, 2025.



The Hershey Story Announces Annual History Contest



The Hershey Story's 25th annual History Contest for Young Writers will open to entrants on November 1, 2024; the deadline for submissions is February 15, 2025. This contest encourages students to research and write about a historical topic that interests them. The categories are non-fiction, fiction, poetry, and science & health. Students submit imaginative presentations of historical fiction, emotional and creative pieces of poetry and hugely informative, and often personal pieces of non-fiction. The contest is open to fifth through eighth grade students who attend school in Adams, Cumberland, Dauphin, Lancaster, Lebanon, Perry and York counties. Students must choose one category and may submit only one entry. [Click here](#) for more information and to view last year's winning essays.



From Cobwebs to Candy...

The Chocolate Lab is Serving Up Sweet Fun!

Bring the whole family to The Hershey Story this fall and holiday season to create something amazing—and delicious—in the Chocolate Lab. Learn how cocoa beans are grown, harvested and processed into delicious milk chocolate in these hands-on, interactive classes.

These 45-minute classes are ideal for adults and children ages 5 and older. Click here for a daily class schedule. 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.

Halloween Classes

Batty Bar

Mold your own chocolate bar and then customize it with your choice of Halloween-themed and traditional candy ingredients.

Chocolate Cobweb Creations

Create a creepy Halloween spider web using white and milk chocolate, then top it off with a dark chocolate spider!



Spooky Bark

Calling all Halloween candy lovers! If plain candy bars aren't cutting it for your spooky soiree, now you can double your Halloween fun with our Spooky Bark. Milk chocolate is melted and topped with pieces of your favorite Halloween candies.

Mummy Medallions

Create your own spooky trio of bone-chilling mummies out of scrumptious milk chocolate, a drizzling of white chocolate, and some candy eyeballs.



Holiday Classes

Candy Cane Bark

Layer milk chocolate with white chocolate chips and chunks of peppermint candy to create your own, fresh candy cane bark.



Make a Very Merry Bar

Mold and customize your own milk chocolate bar using holiday add-ins and edible decorations.

Reindeer Medallions

Use milk chocolate and toppings to create your own edible reindeer trio.



Let It Snow Chocolate

Create your own, deliciously edible winter scene using chocolate and snow-flake candy sprinkles.



Visit Tastings For a Warm Mug of Deliciousness!

Tastings continues to offer chocolate flavors from around the world, but this fall, we're adding specially-blended cocoa creations that you're sure to love.



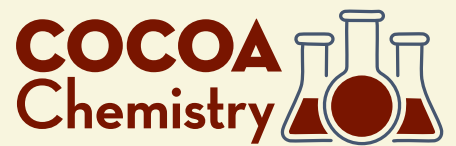
Available October 7 – November 4

Celebrate the fall season with the newest hot chocolate beverage, featuring Hershey's Milk Chocolate and a special blend of cinnamon, nutmeg and ginger. It's fragrant, rich and delicious... enjoy this warm drink on a cool fall day! \$9 per mug.



Available November 25 - December 31

Enjoy a cozy mug of Hershey's Milk Chocolate, topped with whipped cream and crushed peppermint - perfect for warming up on a chilly day! Served with a chocolate-covered pretzel rod for stirring. \$9 per mug.



AFTER-HOURS CLASS

Thursday, October 17 at 7 p.m.



Come to the Chocolate Lab and learn about the ancient art of fermenting foods! Take a trip back in time to see how the world's oldest cooking method got its start and has carried

into the modern day. Guests will create their own fermented garlic in honey, and taste a delicious fermented fruit and ganache tart while learning about humanity's history of using microbes to turn one food into another.

\$32.50 per guest

For more information and to buy tickets, please [click here](#).

Raising Monarchs at Home - More Harm than Good?

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

The monarch butterfly (*Danaus plexippus*) is renowned for its black and orange beauty and its spectacular migration of thousands of miles to overwintering grounds in California and Mexico. Many of us have been treated to observation of its metamorphosis: from pin-head-sized egg to chunky black, gold and white striped caterpillar, to green and golden-tinged chrysalis, to the distinctive winged adult. Though we might have observed this process in nature, it is also a popular practice to move monarch caterpillars indoors to observe the transformation. We place them in a clear container and ply them with their food of choice—milkweed (*Asclepias* spp.). We watch the caterpillars hang in a J shape, turn into a hardened chrysalis, and, after about 14 days, emerge as a winged adult. After releasing the butterfly into the wild, we might feel we have protected and aided a small portion of the monarch population. But recent findings suggest that this practice may not actually be beneficial for them.



Monarch butterfly

ern monarchs declined by 59% in the 2023 to 2024 study year. The western monarch count conducted by the [Xerces Society for Invertebrate Conservation](#) reported a slight decline in western monarchs overwintering in California in late 2023. Most disturbing is the evidence from the Xerces Society that overall, western monarch populations are currently at about 5% of their numbers in the 1980s.

Why not help by giving monarch caterpillars a safe place to metamorphose?

Given all the perils in the wild, it's easy to understand why monarch advocates would want to safeguard monarch caterpillars as they transform. But in 2015, a group of scientists, including entomologists, ecologists, and monarch researchers, issued a [Joint Statement Regarding Captive Breeding and Releasing Monarchs](#). Here is an overview of the main points pertaining to the general public:

- Raising monarchs in captivity makes conditions more favorable for disease to spread.
- Monarchs raised in captivity may be inferior to those that survived in the wild. Research has revealed that they are less likely to survive migration, and the females lay fewer eggs.
- Eventually, the rearing of monarchs in captivity may cause an inability for the insects to adapt to natural conditions and cause a loss of genetic diversity.

Much of the statement addresses large-scale rearing of monarchs for purposes such as butterfly releases at events or even to supply well-meaning members of the general public who raise large numbers of monarchs at home. In these conditions, the spread of disease and pathogens is especially likely. In addition, large-scale releases of captive monarchs may throw off efforts to research natural monarch populations.

How can I responsibly raise monarchs as a teaching tool?

Bringing monarch caterpillars indoors to watch their metamorphosis is a valuable tool to foster an appreciation of the natural world, especially among children. The Xerces Society recommends that an individual rear no more than ten per season. The caterpillars you choose to raise should be from your own environment and released there. Here are instructions from [Monarch Health](#) on how to responsibly raise monarchs.

How can I help monarchs?

Many questions remain about what is causing the decline in monarch populations. Discussions continue about whether the solution is more milkweed or more nectar plants, in addition to broader questions about our landscape, the use of pesticides, and climate change. Education and contributions to research may be the best ways to help. Consider supporting a citizen-science effort such as [Monarch Larvae Monitoring](#) or [Monarch Nectar Plant Observations](#) or contact your county Master Gardener program to learn about efforts in your community.

For more information about planting to support monarchs:

[Fall Migrating Monarchs](#)

[Monarchs and Milkweed](#)



Why worry about monarchs?

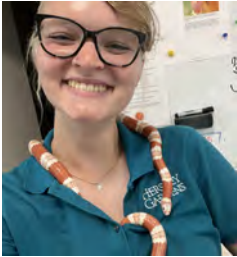
Monarch butterflies give us plenty to worry about, both on a small and large scale. The caterpillars are preyed on by other insects, birds, and even their own species. At their very early stages, the tiny caterpillars can even be done in by the toxin in milkweed—a substance that later protects them if they survive the earliest bites. Parasites, bacteria, viruses and pesticides cause more casualties. Many are dismayed to find monarch chrysalids that at first appeared healthy being eaten from the inside by tachinid fly larvae. All of this means that fewer than 10% of monarch eggs survive to adulthood.

Though insect populations commonly fluctuate, most of us are familiar with news of declining monarch populations. [The World Wildlife Fund](#) reported that the overwintering acreage occupied by east-

Why does Hershey Gardens have Monarchs in the Butterfly Atrium?

From mid-2022 through 2023, when Monarchs were added to the IUCN Red List of Threatened Species as Endangered, Monarchs were temporarily discontinued in the Butterfly Atrium. In late 2023, they were removed from this list and have since returned to the Atrium in small numbers. Hershey Gardens' Monarchs are used for educational purposes and not released into the wild. They arrive at the Gardens as chrysalids and complete the rest of their lifecycle in the Atrium.





Part 2: Meet the Wildlife at Hershey Gardens: Hibernation, Brumation and Migration... Oh My!

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

As days grow shorter and cooler, many changes occur in the Gardens. Summer annuals are removed and replaced with fall blooms and events change to reflect the season. The wildlife at home in Hershey Gardens does the same—shifts and changes to survive the cooler months.

Every species has adapted for cold seasons differently. Most species work to conserve their energy as food becomes scarce, but others may increase their activity as temperatures drop. Here we'll explore just a few of the ways wildlife behavior changes with the seasons.

Buckle Down—Caching Food

Towards the end of summer, many animals begin working overtime to prepare themselves, and sometimes their families, for cooler months. Fall and winter cause a steep reduction in food availability as most plants die back, so wild animals are forced to save food or change the way they forage.

Some birds and mammals exhibit caching behavior where they collect and store food for future retrieval and use. The most well-recognized caching behavior around the gardens are Eastern gray squirrels, which scurry around and bury nuts, acorns, or other seeds to find again in the winter. Their smaller cousins, red squirrels, create caches as well, but prefer their food all in one tree cavity instead of scattered across the grounds. Even some birds—like black-capped chickadees—will create scattered caches of seeds or dormant insects.

As the weather continues to cool, it's not uncommon for nocturnal mammals—like opossums, raccoons, skunks and more—to become more active during daylight hours. Many people mistakenly assume that these animals are rabid, but this is actually another awesome behavioral adaptation. It's safer for nocturnal mammals to be active when the sun is out to warm them up than during the cold nights. They will forage during the day and bundle up in warm nests or dens overnight.

The animals that remain awake and within the gardens over the winter rely on seeds and insects for food, and on standing dead vegetation for shelter. Delaying some garden clean-up until spring by leaving dead flowers



Squirrels use a mental map to remember the locations of their buried nuts. They may also use landmarks like trees to help them.

and leaf litter offers these resources to our wild neighbors.

Slow Down—Hibernation

When most people think of animals in winter, they think of hibernation. While it is true that many animals show reduced activity levels in colder weather, very few species truly hibernate.



Hummingbirds don't hibernate in the traditional sense, but they do enter a deep sleep state called torpor to conserve energy.

Only a few species of mammals are true hibernators. In Pennsylvania, groundhogs, bats and two species of mice experience true hibernation, where their respiration and heart rates drop dramatically and their body temperatures can reach near freezing. These true hibernators should not wake up at all between the months of October and March; waking up early would cause them to lose critical energy stores. For example, if a big brown bat (one of PA's most common bat species) wakes up from their hibernation for one day, they lose three weeks of stored fat necessary for survival.

Other mammals—like bears, chipmunks and raccoons—enter a state known as torpor. Torpor is similar to hibernation, where animals reduce their respiration and heart rates, but it allows them to wake up, move and eat when needed. Birds may also enter torpor overnight or on particularly cold days, although it is much more temporary than the torpor experienced by mammals. In fact, most hummingbird species enter torpor every night year-round in order to reduce their extremely high energy consumption.

Our scaly residents also slow down to conserve energy. Brumation is a type of inactivity specific to reptiles and amphibians; it is similar to hibernation in mammals, but still allows the herptiles to wake up occasionally to eat and drink. During brumation, some species of turtles can reduce their heart rate to as little as one beat every ten minutes!

Leaving Town—Migration

Animal migrations are seasonal movements from one location to another, and are another way that animals have adapted to survive cooler temperatures. For all animals, migration is extremely stressful, as it involves traveling great distances, expending lots of energy, and exposing themselves to predators or other threats.

Many songbird, shorebird and waterfowl species travel long distances twice a year. In the fall, they travel south to warmer areas; in the spring they return north to breed. Beginning in late July and extending through November, these birds will make their fall migration to warmer climates. In Pennsylvania, the end of September and early October is the peak migration time for our local species. During this time, avid and casual birders can also expect to catch glimpses of exciting non-native species as they pass through.

Most species tend to migrate at night in order to decrease their predation risks, but other threats to these beautiful birds may be our fault—migrating birds are especially vulnerable to window collisions.

Vision in birds is much different than in humans, so they have trouble seeing and avoiding windows or other glass obstacles. To them, windows reflect and look like an extension of what's outside during the day, and indoor lights attract birds to windows overnight. In both cases, birds can fly into windows and severely injure themselves. Adding stickers or other visual barriers to your windows as well as turning unnecessary nighttime lights off during migration can save BILLIONS of birds' lives.

Various turtle species also migrate in the fall—although their trek is much shorter than their avian relatives. Nearly every turtle species in Pennsylvania migrates between their summer breeding grounds and their winter brumation site. This journey is rarely longer than a mile or two, and occurs twice a year in May and October.

Despite their comparatively shorter journeys, turtles are still exposed to deadly threats during migration. Chief among them are the roads humans have paved through their habitats. Turtles, as most know, do not move very quickly, and crossing roads is always dangerous. Careless or distracted drivers often hit, injure, or kill turtles on the road. In fact, Pennsylvania is one of the top five states in the U.S. for vehicle-wildlife collisions. Since humans introduced roads into the turtle's natural environments, it's our responsibility to be mindful of turtles crossing the road or even to assist them across the road in the direction that they are heading.

The cold, gray days of winter are approaching. Take some time to slow down and observe wildlife and their amazing ability to thrive in the wild.



Groundhogs don't eat or drink while hibernating, instead drawing nourishment from the fat they stored up during the summer.

Rare Franklin Trees Added to Hershey Gardens: A Celebration of Nature and History

In a unique blend of horticulture and history, Hershey Gardens has added three Franklin trees (*Franklinia alatamaha*), which celebrate one of America's founding fathers and the art of nature.

The Franklin tree is a rare, beautiful flowering tree, once native only to Georgia. Discovered in the mid-eighteenth century, it was last recorded in the wild in 1803. All known specimens today are in cultivation.

John Bartram and his son William discovered the Franklin tree growing along the banks of Georgia's Altamaha River in 1765. In his book *Travels*, William described it as a beautiful shrub with large and fragrant flowers. John and William named the tree in honor of their friend, Benjamin Franklin, and the river beside which they had found it.

William Bartram again saw the tree in the 1770s and noted that the only spot where he had seen it in all of his explorations was along the Altamaha River, where it grew in abundance. Since the last definitive sighting of the tree in nature in 1803, many continued to search for the tree. Fortunately, the Bartrams had taken plants and seeds home to Philadelphia, where they



Franklin trees, a tribute to Benjamin Franklin, bloom from mid-summer until frost.

propagated the plant. All Franklin trees today are descendants of the Bartrams' specimens.

Hershey Gardens recently purchased three Franklin trees. "We planted them in the Senses Garden, Native Plant Garden and Rock Garden in late August," said Alyssa Hagarman, horticulture manager. "When I finally had the opportunity to purchase these fascinating trees, I jumped at it. I knew they would be a perfect addition to the Gardens"

"Franklin trees can be quite particular," said Hagarman. "They prefer full sun, with some afternoon shade in the summer months, and acidic soil that is moist, but well-drained. The soil condition was a challenge because ours is rather heavy."

To help amend the soil, the horticulture team dug planting holes twice as deep and wide, which allowed for additional soil to be added. "We mixed equal parts of topsoil, leaf compost and sand to replicate a well-draining soil that would also stay moist," explained Hagarman. "The holes were then filled with the amended soil and an acidifying fertilizer."

"I'm thrilled to finally have these trees in our collection," says Hagarman. "They have so many beautiful features. They bloom at an unusual time for trees; they start in mid-summer and continue until frost. The flowers are fantastic as well - large white petals with golden yellow centers that are also fragrant."

"They will grow to about 25 feet tall and 15 feet wide," said Hagarman. "Another attractive feature is the fall color. The leaves turn a kaleidoscope of red, orange and purple."

"Aside from their beauty, their history is equally as fascinating," said Hagarman. "These trees are a tribute to one of America's founding figures, Benjamin Franklin. Although he is best known for his contributions to science, politics and philosophy, he also had an interest in nature and a deep respect for the natural world."

Hershey Gardens Donates 807 Pounds of Fresh Produce to Cocoa Packs

Hershey Gardens has proudly supported Cocoa Packs by donating produce grown in the Hoop House. The garden is planted by school students participating in the Green Thumbs educational program, which totaled almost 3,400 students during the 2023-24 school year.

"This year's garden included hundreds of tomatoes, peppers, summer and winter squash, cucumbers, beans, eggplant, swiss chard, kale, watermelon and cantaloupe," said Ruth Chambers, horticulture & education specialist. "These donations play a crucial role in providing fresh, healthy food to families in need."

Cocoa Packs, located in Hershey, provides supplemental food and other support to local children in need to enhance their overall wellness.



Volunteers assisted in the harvest of the garden.



Ruth and Volunteers spend a few hours each week harvesting, sorting and packing the donation to Cocoa Packs.

"We had an awesome group of Volunteers who tended the garden and helped pick, sort and bag the harvests," said Chambers. "They played an important role in this project."

The donations also included 60 pounds of produce from the home gardens of staff members.

The initiative, which began a few years ago, has blossomed into a significant annual donation of fresh produce and even live plants. "It's a nice testament to Milton Hershey that his Garden is nurturing both plants and people," said Chambers.



MARK YOUR CALENDAR!

All events are included in admission; free for members of Hershey Gardens.

Not a member? Join Now!

Please check HersheyGardens.org for event updates.

Bonsai Exhibit by the Susquehanna Bonsai Club

Wednesday, September 25 through

Saturday, October 12, 9 a.m. to 5 p.m. daily



Experience the living art of bonsai with this popular annual exhibit, provided by the Susquehanna Bonsai Club; exhibit located in the Hoop House in The Children's Garden.



Art Show & Display

"For the Love of Art" by the Hershey Area Art Association

February 14 and 15 from 9 a.m. to 5 p.m. and February 16

from 9 a.m. to 4 p.m.



This dazzling display of art will feature work by members of the Hershey Area Art Association. Pieces for purchase will include woodworking to prints, acrylic and oil, jewelry and more. Located in the Milton & Catherine Hershey Conservatory.

ADULT & FAMILY CLASSES

Winter Wreath Workshops

Friday, December 6 at 10 a.m., Saturday, December 7 at 10 a.m. and Sunday, December 8 at 10 a.m. and 2 p.m.

Celebrate winter by creating a beautiful and festive wreath, perfect for the holidays! Using fresh limbs, twigs and pods pruned from the Gardens, class participants will learn how to create a stunning, long-lasting 24-inch wreath for their door or table. All supplies and materials are provided.

Led by Hershey Gardens Horticultural and Education Programs Staff

Members: \$55; Non-members: \$65

Advance registration required here, beginning November 1.



Garden Gnome Winter Family Workshop

Saturday, December 7 at 2 p.m.



Create your own 3- to 4-foot garden gnome using fresh limbs and twigs pruned from the Gardens! All supplies and materials are provided; however, participants are encouraged to bring mittens, scarf and a hat to fashionably dress their gnome.

Led by Hershey Gardens Education Programs Staff

Members: \$40; Non-members: \$45

Price includes one garden gnome for up to two individuals. Additional guests are required to purchase a general admission ticket.

Advance registration required here, beginning November 1.

Winter Bird Watch at Hershey Gardens

Saturday, January 18, 10 a.m. – 12 p.m. Habitat & Feeding

Saturday, February 15, 10 a.m.-12 p.m. Citizen Science & Identification with

Quittapahilla Audubon Society

Bring the whole family—and your binoculars—and learn to identify the various birds that call Hershey Gardens home during the winter. We'll take you on a unique guided bird walk that will include



information about how to support wildlife and build bird habitats. For the youngest birders, additional activities will be offered in the classroom. Dress for the weather and wear comfortable shoes.

Included in admission; registration is required by calling 717.508.5968.

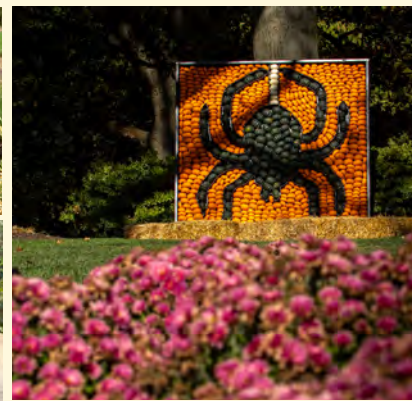
Pumpkin Palooza

October 19, 20, 26 and 27, 9 a.m. to 5 p.m.

Pumpkin Palooza returns for all things pumpkin! Kids, come in costume and trick or treat at four Hershey's candy stations, enjoy over 200 painted pumpkins, a



unique 14-foot "pumpkin tree" and the perfect photo backdrop of pumpkin mosaics! Plus, stop by to see if you can "handle" the Creepy Creatures Gallery! Guests can also enjoy food trucks and hundreds of mums on display, including a colorful 9-foot mum tree. [See the full schedule of events here.](#)



Sponsors:



Celebrate the Holidays at Hershey Gardens

Holiday Hours: Open daily 9 a.m. – 5 p.m., with the following exceptions:
 Closed on Thanksgiving and Christmas Day;
 Open 9 a.m. – 3 p.m. on Christmas Eve

The Christmas Tree Showcase

Friday, November 22 through Sunday, January 5 from 9 a.m. – 5 p.m.

Located in the Milton & Catherine Hershey Conservatory

Our signature holiday event has been reimagined to a dreamscape of nine colorful tree displays with twinkling lights; each unique tree is created by a talented local designer. Guests can also enjoy the 14-foot poinsettia tree in brilliant solid red and a stunning 8-foot bromeliad tree. Plus, the Butterfly Atrium will be decorated for the holidays, too!

Enjoy Live Music on Sundays from 1:30 to 3 p.m.

The Professors: November 24 and December 29
 Appalachian Breeze: December 1, 8, 15 and 22

THE Christmas Tree SHOWCASE



Thomas Davis



Sponsors

Student Christmas Tree Showcase

Friday, November 22 through Sunday, January 5 9 a.m. to 5 p.m.

Enjoy dozens of creative ornaments made by local school students on display on live Fraser fir trees in the Garden Cottage.

Calling All Kids! Crafty Christmas Creations

November 23, 30, December 7, 14, 21, 28 and January 4 9:30 a.m. to 1 p.m.

Perfect for kids of all ages. Join in the fun of creating your own holiday craft, inspired by nature. Located in the Education Center in The Children's Garden.

Visit with Santa Claus & Mrs. Claus

Santa Claus: December 14, 11 a.m. to 1 p.m.

Story Time with Mrs. Claus: December 7 and 21, 11 a.m. to 12 p.m.
 Ho Ho Ho... Santa Claus is coming to town! Bring the whole family to visit with Santa and hear stories from Mrs. Claus.



Santa and His Reindeer Use This Special Sleigh... Only When They Come to Hershey, PA!



It's Hersheypark's Comet coaster car, of course! Bring the whole family to Hershey Gardens and sit in it for the perfect holiday photo op!

Located in the Milton & Catherine Hershey Conservatory

Friday, November 22 through Sunday, January 5

HERSHEY THEATRE

24/25 BROADWAY SERIES

Tickets Available at [HersheyTheatre.com](https://www.HersheyTheatre.com)

ain't too proud

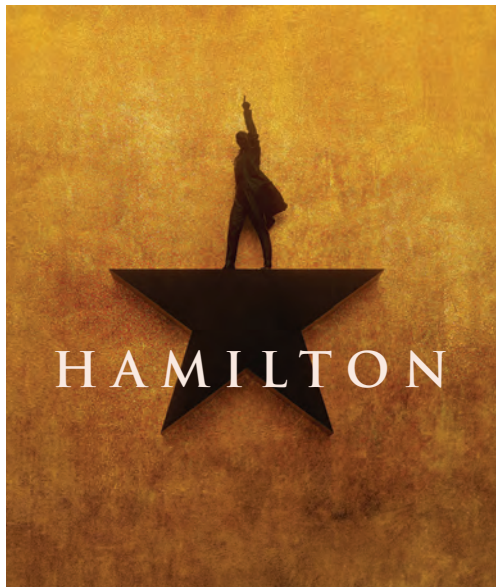
THE LIFE AND TIMES OF
THE TEMPTATIONS

Ain't Too Proud

October 29 - November 3, 2024

Ain't Too Proud – The Life and Times of The Temptations is the electrifying smash-hit Broadway musical that follows The Temptations' extraordinary journey from the streets of Detroit to the Rock & Roll Hall of Fame.

Nominated for 12 Tony® Awards and the winner of the 2019 Tony® Award for Best Choreography, it's a thrilling story of brotherhood, family, loyalty, and betrayal during a decade of civil unrest in America. Set to the beat of the group's treasured hits, including "My Girl," "Just My Imagination," "Get Ready," and "Papa Was a Rolling Stone," *Ain't Too Proud* tells the unforgettable story of the legendary quintet that *Billboard Magazine* named the greatest R&B group of all time.



HAMILTON

November 26 - December 8, 2024

A revolutionary story of passion, unstoppable ambition, and the dawn of a new nation.

Hamilton is the epic saga that follows the rise of Founding Father Alexander Hamilton as he fights for honor, love, and a legacy that would shape the course of a nation. Based on Ron Chernow's acclaimed biography and set to a score that blends hip-hop, jazz, R&B, and Broadway, *Hamilton* has had a profound impact on culture, politics, and education.

Hamilton features book, music, and lyrics by Lin-Manuel Miranda, direction by Thomas Kail, choreography by Andy Blankenbuehler, and musical supervision and orchestrations by Alex Lacamoire. In addition to its 11 Tony® Awards, it has won Grammy®, Olivier Awards, the Pulitzer Prize for Drama, and an unprecedented special citation from the Kennedy Center Honors.

Big New Musical.
Big. Huge.

PRETTY WOMAN THE MUSICAL

Pretty Woman: The Musical

January 14 - 19, 2025

Pretty Woman: The Musical, based on one of Hollywood's most beloved romantic stories of all time, springs to life with a powerhouse creative team led by two-time Tony® Award winning director and choreographer Jerry Mitchell (*Hairspray*, *Kinky Boots*, *Legally Blonde*).

Pretty Woman: The Musical features an original score by Grammy® winner Bryan Adams and Jim Vallance ("Summer of '69", "Heaven"), and a book by the movie's legendary director Garry Marshall and screenwriter J. F. Lawton. *Pretty Woman: The Musical* will lift your spirits and light up your heart. "If you love the movie, you'll love the musical!" (*BuzzFeed News*).

Are you ready to fall in love all over again?

ADDITIONAL ATTRACTIONS AT HERSHEY THEATRE

Nikki Glaser
October 12-13, 2024

David Sedaris
October 16, 2024

Brian Regan
October 17, 2024

America: Ride On
October 18, 2024

**Menopause the Musical 2:
Cruising Through
'the Change'®**
October 19, 2024

**Disney Jr. Live On Tour:
Let's Play**
October 23, 2024

**Hershey Symphony Presents:
Tony Bennett: The Official
Musical Celebration**
October 26, 2024

**State Ballet of Ukraine
Presents Swan Lake**
November 7, 2024

Air Supply
November 8, 2024

**Jessie Murph -
In The Sticks Part II**
November 12, 2024

Derek Hough
November 22, 2024

**Straight No Chaser
Top Shelf Tour**
December 11, 2024

**Hershey Symphony Presents:
Holiday Spectacular**
December 14, 2024

HERSHEY THEATRE

A Letter To Our Patrons & Our Community

Since Hershey Theatre opened its doors in 1933, it has been a pillar of cultural enrichment in Hershey. Its beauty has enhanced our community; its stage has brought countless unforgettable performances. It is a steadfast reminder of Mr. Hershey and his desire to bring the arts to his community.

We are excited to share that Hershey Theatre will soon be embarking on an important one-year renovation project to update the facility, while preserving its history. During these renovations, beginning January 20, 2025, the Theatre will be closed to the public. Significant infrastructure improvements will include new air-conditioning and electrical systems, enhanced Wi-Fi connectivity and re-configured parking areas.

We are excited to re-open an even better Hershey Theatre in early 2026 with a robust Broadway season, as well as a variety of other world-class performers. Visit HersheyTheatre.com to learn more.

We appreciate your understanding as we work to honor Mr. Hershey's legacy by revitalizing this iconic building for future generations to enjoy. We are grateful for your continued patronage and we look forward to celebrating the next chapter of our history with you.

Sincerely,



Donald C. Papson

Executive Director, The M.S. Hershey Foundation

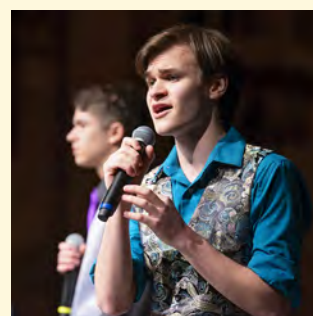
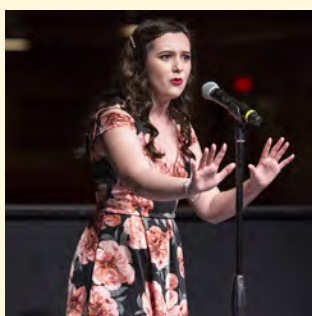
beyond the footlights a celebration cabaret

featuring stars from the Hershey Theatre Apollo Awards

Saturday, January 11, 2025

Join us for an evening of culinary delights and entertainment.

TICKETS
AVAILABLE AT
HERSHEYTHEATRE.COM
SOON!





63 West Chocolate Avenue
Hershey, PA 17033 | 717.298.2200
MSHersheyFoundation.org

The M.S. Hershey Foundation is a 501(c)(3) non-profit educational and cultural organization.



Pennsylvania
Historical & Museum
Commission

Funding for The Hershey Story is supported by a grant from the Pennsylvania Historical and Museum Commission, a state agency funded by the Commonwealth of Pennsylvania.

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HersheyGardens.org



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HersheyStory.org



15 East Caracas Avenue
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717.534.3405
HersheyTheatre.com



63 W. Chocolate Avenue
Hershey, PA 17033
717.533.1777
HersheyArchives.org



JOIN US! MEMBER ONLY EVENTS AT THE HERSHEY STORY

Hands-On Educational Workshops for Families Food of the Gods: Chocolate in Mesoamerica

The Hershey Story Classroom, located on the lower level
Saturday, November 2 at 10 a.m.



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, see what you can “buy” with a pod of cocoa beans, solve a hieroglyph puzzle and participate in other hands-on activities that explore these vibrant cultures. Plus, every participant will make a Mesoamerican inspired chocolate treat to take home and enjoy! Reservations are required by calling 717.520.5587. Registration ends October 25.

The Hershey Story Member-Only Historic Tours

Kindly note that Member-only tours are for current members, and only for individuals covered under the membership.

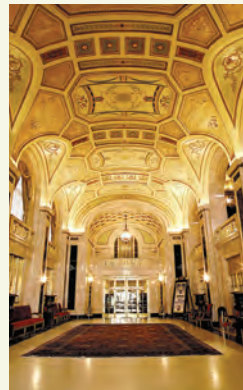
Guided Tour of High Point Mansion, Home of Milton & Catherine Hershey

Located at 100 East Mansion Road, Hershey



Be our guest for a guided tour of High Point Mansion. Experience its historic grandeur, from the graceful rounded entry hall to the octagonal breakfast room. Admire many original furnishings and hear stories of how Mr. and Mrs. Hershey lived and entertained in their gracious home. Please call 717.520.5581 to schedule your tour. Limited availability. Strollers not allowed.

Member-Only Backstage-to-Balcony Tour of Hershey Theatre



Experience a 90-minute walking tour that takes you behind the scenes of this historic masterpiece. Hershey Theatre was designed in 1915, but the arrival of World War I delayed the project until 1929. The Theatre finally opened its doors in 1933, complete with all the opulence of early 20th century theaters.

Honoring Our Veterans

November 9, 10 and 11, 2024

Veterans receive free admission at Hershey Gardens and The Hershey Story's Museum Experience. Plus, \$3 off each guest.

We thank you for your service!

Friends & Family Days



Members, host your family and friends at The Hershey Story! Everyone can enjoy free admission to the Museum Experience and half-off at Tastings! (Up to four guests per membership; Tastings hours are limited and based on availability.)

9 a.m. – 5 p.m.

Saturday, December 14, 2024
Sunday, February 23, 2025
Sunday, June 8, 2025
Saturday, October 4, 2025
Sunday, December 14, 2025