



**Milton Hershey School® Students, Staff and Alumni Join The Hershey Company in  
First-Ever National Volunteer Day Honoring Milton Hershey's  
100 Year Legacy of Selfless Giving**

**MHS Alumni from Across the Country will Lead Community Service Initiatives**

**(Hershey, PA) – August 13, 2009** – The Milton Hershey School® (MHS) and its students, faculty, staff, and alumni throughout the country, joined by the Hershey Company and its employees, will host their first-ever Milton Hershey National Volunteer Day on Sunday, August 16. This special day recognizes a 100-year tradition of selfless giving and commitment to the community by the school, its alumni, and the company in the spirit of Milton Hershey, founder of the iconic chocolate company and the school that bears his name.

As part of the initiative, MHS alumni in different parts of the country will sponsor and participate in local volunteer events in their communities. Activities are planned in communities from coast to coast. In addition, MHS students and staff will fan out across Lancaster, Lebanon, and Dauphin, Pennsylvania counties, which surround the school, to spend the day serving others.

Employees of The Hershey Company also will be participating in various charitable events and volunteer initiatives, both in Hershey and in communities across the nation where employees are based.

“Milton Hershey was an extraordinary visionary,” said Charlene Binder, Senior Vice President and Chief People Officer at The Hershey Company. “Not only was he a titan of industry, creating the largest chocolate company in North America, but he also had a tremendous spirit of helping others in need and giving them opportunities they would not otherwise have had. It is why he established MHS one hundred years ago, why he dedicated his personal fortune to it, and why we are celebrating his remarkable legacy.”

Nowhere is Milton Hershey’s legacy more apparent than in the school he founded and the alumni it has produced. For 100 years, Milton Hershey’s vision to help nurture children from extreme financial and social need into caring, giving adults, has been kept alive by generations of alumni. Living in 45 states and many nations overseas, MHS alumni have had a sizable impact on their communities, as evidenced by their philanthropic support.

“Part of Milton Hershey’s legacy was his selfless giving and caring for others in need, and these are the core values of MHS,” said Dr. Anthony Colistra, a 1959 graduate and now president of MHS. “Therefore, in celebration of our centennial, we feel the best way to honor Milton Hershey is to give back. It is exciting to partner with the Alumni Association and to see individual alumni from across the country participating in this activity in their own special ways.”

### **About The Milton Hershey School**

Milton Hershey School® is a cost-free, private, coeducational home and school for children from families of low income, limited resources, and social need. The School is funded by a trust established by Milton S. Hershey and his wife Catherine. Milton Hershey School® offers a positive, structured home life year-round and an excellent pre-kindergarten through 12th grade education. Our vision focuses on building character and providing children with the skills necessary to be successful in all aspects of life.

### **About The Hershey Company**

The Hershey Company (NYSE: HSY) is the largest producer of quality chocolate in North America and a global leader in chocolate and sugar confectionery. Headquartered in Hershey, Pa., The Hershey Company has operations throughout the world and more than 12,000 employees. With revenues of more than \$5 billion, Hershey offers such iconic brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, *Kit Kat*, *Twizzlers* and *Ice Breakers* as well as the smooth, creamy indulgence of *Hershey's Bliss*. Hershey is a leader in the fast-growing dark and premium chocolate segment, with such brands as *Hershey's Special Dark* and *Hershey's Extra Dark*. In addition, Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets such premium chocolate offerings as *Scharffen Berger*, *Dagoba* and *Starbucks Chocolate*. For more than 100 years, The Hershey Company has been a leader in making a positive difference in the communities where we live, work and do business. The Milton Hershey School, established by the company's founder in 1909, provides a nurturing environment, quality education, housing, and medical care at no cost to children in social and financial need. The School is administered by the Hershey Trust Company, Hershey's largest shareholder, making the students of Milton Hershey School direct beneficiaries of Hershey's success. Please visit us at [www.hersheys.com](http://www.hersheys.com).

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