



## **NEW IFC/SUNDANCE DOCUMENTARY CELEBRATES 100 YEARS OF OPPORTUNITY FOR CHILDREN**

*Academy-Award Winning Director Tells the Surprising Story of 100 Years of Giving  
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**(New York) – Oct. 6, 2009** – 100 years ago, a school started by Milton Hershey, founder of the iconic chocolate company, began to profoundly and positively impact the lives of children in need. Today, the story of the school is unveiled at a screening of *Living the Legacy: The Untold Story of MILTON HERSHEY SCHOOL*. This “greatest story never told” is a gritty, heartwarming depiction of the struggles and triumphs of the students as witnessed by academy award-winning director, Cynthia Wade.

Milton Hershey School was founded in 1909, by Milton Hershey and his wife Catherine, to provide children in need with a positive, structured and nurturing home life and outstanding education. The School is a cost-free, private coeducational home and school for children from families of low income, limited resources and social need and is the largest of its kind in the nation. Today, Milton Hershey School Today, Milton Hershey School serves nearly 2,000 children offering opportunities and resources to help them overcome their challenging beginnings. The students live in family-like homes on campus and are provided a first-rate education, and become a part of a supportive and nurturing community.

Mr. Hershey believed so strongly in the importance of the School that before his death, he devoted his entire fortune to ensure its continued growth and development. Simply put, every time someone enjoys a Hershey product, they help to foster opportunity through the students, educators and staff at Milton Hershey School.

“During our centennial, we are celebrating the success of Milton Hershey School alumni and thanking people across the country for the role they play in supporting the School,” said Dr. Anthony Colistra, President, Milton Hershey School and a graduate of the MHS class of 1959. “We want to raise awareness of Milton Hershey School and its good work so that we attract talented staff – from educators to health professionals to houseparents – as well as new students who need an opportunity at a better life.”

For more information about the MILTON HERSHEY SCHOOL centennial and the Hershey Legacy, visit [www.thehersheylegacy.com](http://www.thehersheylegacy.com)

### **About 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* chocolates. 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* and *Dagoba*. 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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