



MILTON HERSHEY SCHOOL DESIGNATED A 'PROMISE PLACE' BY AMERICA'S PROMISE ALLIANCE

HERSHEY, PA, November 10, 2009 – MILTON HERSHEY SCHOOL (MHS) today announced that they have been designated a Promise Place by America's Promise Alliance (the Alliance). The Alliance, whose founding chairman is General Colin Powell, is the nation's largest partnership organization dedicated to improving the lives of children and youth. A Promise Place is any school, community center, place of worship, business, or organization that provides youth with the Alliance's Five Promises – caring adults; safe places; a healthy start; an effective education; and opportunities to help others – under one roof. The designation was formally made yesterday during a school assembly held to celebrate the centennial of the school's founding by chocolate magnate Milton Hershey. Kathy Spangler, Chief Operating Officer of the Alliance, addressed the assembly and presented MHS officials with the official designation certificate.

As a Promise Place, MILTON HERSHEY SCHOOL has earned the distinction of becoming a local Alliance Partner. MHS will now join a network of several other Promise Places both locally and nationwide able to share and receive information on how best to provide more Promises to local youth.

“Recognition by America's Promise Alliance that MILTON HERSHEY SCHOOL is a Promise Place is tremendous confirmation that the vision Milton Hershey had 100 years ago is alive and well,” said Anthony Colistra, President of MHS. “When Milton Hershey and his wife Kitty founded this school they did so hoping to create an environment where children who come from disadvantaged backgrounds could learn and develop into caring, productive adults, able to give back to their society. Designation as a Promise Place will help spread the word about the school and its mission so we can attract more students and professional staff.”

MILTON HERSHEY SCHOOL (originally named Hershey Industrial School) was founded on November 15, 1909. Today, MHS is a safe home and school for more than 1,800 girls and boys from pre-kindergarten through 12th grade who come from states throughout the country. These children come from families of low-income, limited resources and social need. MHS gives them the opportunity to work hard, realize their potential and build towards a better future.

The research brief, *Every Child, Every Promise*, found that children receiving four of the Five Promises are far more likely to be successful, twice as likely to get A's, twice as likely to avoid violence and 40 percent more likely to volunteer. Moreover, the research showed that receiving four out of five of these basic resources has the potential to level the playing field for youth across racial and economic lines.

“If we are going to truly change outcomes for our young people then we have got to start approaching their development in a holistic sense. This success model is embodied in Promise Places like MILTON HERSHEY SCHOOL,” said Marguerite W. Kondracke, president and CEO, America's Promise Alliance. “By offering young people all of the services they need

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under one roof—we are exponentially increasing the chances that they’ll receive the support they need, and succeed.”

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 America’s Promise Alliance

America’s Promise Alliance is the nation’s largest partnership organization dedicated to improving the lives of children and youth. Through the collective power of our partner network, we raise awareness, support communities and engage in nonpartisan advocacy to ensure that young people receive more of the fundamental resources they need to graduate high school prepared for college, work and life. Building on the legacy of our Founding Chairman General Colin Powell, the Alliance believes the success of our young people is grounded in the Five Promises—caring adults; safe places; a healthy start; an effective education; and opportunities to help others. For more information about America’s Promise Alliance, visit www.americaspromise.org.

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Media Contacts:

For Milton Hershey School
Connie McNamara
717.520.2212
McNamaraC@mhs-pa.org

For America’s Promise Alliance
Esther Berg
202.657.0644
estherb@americaspromise.org