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“S’MORE” FUN FACTS

For generations, families and friends have gathered around the campfire to enjoy S’mores, a classic American treat combining *Hershey*®’s Milk Chocolate, graham crackers and marshmallows. The Hershey Company is celebrating 80 years of S’mores fun with exciting new recipes on www.smoresfun.com and a truly unique tie to country music. Throughout the summer, Hershey’s is offering consumers a chance to be a part of country music star Brad Paisley’s *Bonfire & Amplifiers 2007* tour. Check out www.hersheys.com/paisley for details.

- The first record of a S’mores recipe appeared in a Girl Scout handbook in 1927. It’s said that in the same year on August 1 in Bristol, Tenn., country music was born when Jimmie Rodgers and the Carter Family signed recording contracts for Victor records.
- The Hershey Company makes more than 373 million *Hershey*’s Milk Chocolate bars a year. That’s enough *Hershey*’s Milk Chocolate bars to make 746 million S’mores.
- “S’more” originated from the combination of the words “Some More” as people could not get enough of the classic combination of gooey marshmallow, crisp graham crackers and rich *Hershey*’s Milk Chocolate.
- August 10th is “National S’mores Day.”
- Americans buy 90 million pounds of marshmallows every year. During the summer months, 50 percent of them are toasted over the fire.
- The graham cracker was named after Reverend Sylvester Graham, a minister who believed strongly in eating whole-wheat products.
- Milton Hershey introduced the first *Hershey*’s Milk Chocolate bar in 1900.
- Brad Paisley is one of the hottest stars in country music with over 8 million albums sold. Paisley’s double platinum album, “Time Well Wasted,” was awarded “Album of the Year” in 2006 by both the Country Music Association and the Academy of Country Music.
- Brad Paisley’s *Bonfires & Amplifiers 2007* tour is sponsored by Hershey’s and will stop in 78 markets across the U.S. and Canada.

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