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**THE HERSHEY COMPANY AND BRAVO'S *PROJECT RUNWAY* OPEN BIDDING ON  
"EYE CANDY" FASHIONS FOR CHARITY**

***Fashionably Sweet Online Auction to Benefit Young Survival Coalition***

**HERSHEY, Pa., February 26, 2008** – Fashion just got a little sweeter. The Hershey Company, Bravo and The Weinstein Company announced today that the "Eye Candy" fashions created on the hit reality design competition show, *Project Runway*, have left the catwalk for the auction block. The delicious Hershey-inspired fashions are being auctioned exclusively on [www.projectrunway.com](http://www.projectrunway.com) to benefit the Young Survival Coalition, the only non-profit network of breast cancer survivors and supporters dedicated to addressing the concerns and issues unique to young women and breast cancer. The Weinstein Company and Bravo expect that bidding on the delectable fashions will provide not only financial support, but also increase awareness on women's health. Bidding on the delectable fashions is open now through March 18, 2008.

"When the idea of creating fashion from Hershey products was first brought to my attention, I couldn't think of a more delicious challenge, literally," said Tim Gunn, mentor on *Project Runway*. "Seeing the textures and colors of Hershey products and candy brought to life in a medium like fashion was unique and exciting. The fact that these pieces will help to raise funds for the Young Survival Coalition, just makes this entire episode a little sweeter."

Project Runway's sixth episode on January 2, 2008, challenged contestants to design a dress from materials gathered during a five minute shopping spree at the *Hershey's*™ Times Square store. One contestant created a completely edible ensemble with *Twizzlers*® candy, while others adorned garments with wrappers from *Reese's*® Peanut Butter Cups and giant *Hershey's*® Milk Chocolate bars. The winner, Rami, fashioned a backless, halter-style bodice from *Twizzlers* packaging and a pleated skirt from the shiny foil wrapping of pink *York*® Peppermint Patties.

Consumers will have several opportunities to view the final fashions prior to auction at *Hershey's* Times Square and *Hershey's*™ Chicago through March 18. The collection of Hershey's-inspired "Eye Candy" dresses also

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will be featured on the catwalk during the Sweet Fashions fashion show in Hershey, Pa., March 30.

The “Eye Candy” dress auction, running February 26 through March 18, will benefit the Young Survival Coalition, the only non-profit network of breast cancer survivors and supporters dedicated to addressing the concerns and issues unique to young women and breast cancer. The Hershey Company has been a primary supporter of the Young Survival Coalition since 2004.

For more information on the Hershey-inspired “Eye Candy” fashions featured on *Project Runway* or to place a bid to benefit the Young Survival Coalition, visit [www.projectrunway.com](http://www.projectrunway.com) by March 18. To see who’s in and who’s out in the final designers challenge, viewers can tune-in to the season finale of *Project Runway*, which airs at 10 p.m. EDT on Wednesday, March 5 on Bravo.

#### **About the Young Survival Coalition**

The Young Survival Coalition was founded in 1998 by three women diagnosed with breast cancer under the age of 35 who were discouraged by the lack of information available to young women diagnosed with the disease. With close to 18,000 constituents, 11 full-time staff people and 16 volunteer groups nationwide, the YSC works to change the face of breast cancer by advocating for more research on young women and breast cancer and providing this underserved population with vital programs and services dedicated to their needs so as to increase their quality and quantity of life and to decrease the sense of isolation they feel. Visit us at [www.youngsurvival.org](http://www.youngsurvival.org).

#### **About The Hershey Company**

The Hershey Company (NYSE: HSY) is the largest North American manufacturer of quality chocolate and sugar confectionery products. With revenues of nearly \$5 billion and more than 13,000 employees worldwide, The Hershey Company markets such iconic brands as *Hershey’s*, *Reese’s*, *Hershey’s Kisses*, and *Ice Breakers*. Hershey is the leader in the fast-growing dark and premium chocolate segment, with such brands as *Hershey’s Special Dark Chocolate*, *Hershey’s Extra Dark* and *Cacao Reserve by Hershey’s*. Hershey’s *Ice Breakers* franchise delivers refreshment across a variety of mint and gum flavors and formats. In addition, Hershey leverages its iconic brands, marketplace scale and confectionery and nut expertise to develop and deliver substantial snacks, including *Hershey’s* and *Reese’s* single-serve cookies and brownies, and value-added snack nuts, including *Hershey’s* Milk Chocolate Covered Almonds and *Hershey’s Special Dark Chocolate Covered Almonds*. Hershey also offers a range of products to address the health and well-being needs of today’s consumer. *Hershey’s* and *Reese’s Snacksters* offer consumers great-tasting snacks in portion-controlled servings, while Hershey’s dark chocolate offerings provide the benefits of flavanol antioxidants. In addition,

Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets such premium chocolate offerings as *Scharffen Berger*, known for its high-cacao dark chocolate products, *Joseph Schmidt*, recognized for its fine, handcrafted chocolate gifts, and *Dagoba*, known for its high-quality natural and organic chocolate bars. Visit us at [www.hersheynewsroom.com](http://www.hersheynewsroom.com).

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