



FOR IMMEDIATE RELEASE

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**HERSHEY®'S TOUR DE PINK
RAISING FUNDS AND AWARENESS FOR THE YOUNG SURVIVAL COALITION
FACT SHEET**

The *Hershey®'s Tour de Pink* annual four-day bike ride has expanded in 2008 with the addition of an online virtual ride to offer and encourage people across the country to participate in The Hershey Company's efforts to raise funds and awareness for breast cancer throughout October, Breast Cancer Awareness Month.

Hershey's Tour de Pink – Bike Ride

- The *Hershey's Tour de Pink*, started in 2004, is a four-day, 220-mile bike ride from Hershey, Pa., to New York City raising funds and awareness for the Young Survival Coalition, the premier 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's Tour de Pink* will take place October 3 – 6, 2008.
- Growing from six riders in 2004, 150 cyclists will participate in the 2008 *Hershey's Tour de Pink*.
- For ride details and fundraising requirements, visit www.hersheyspledge.com.

Hershey's Tour de Pink – Virtual Ride

- The *Hershey's Tour de Pink* Virtual Ride allows people nationwide to actively show their support for breast cancer awareness and the Young Survival Coalition by participating in the Tour as a virtual rider.
- Participants can choose a bike of their choice, from a stationary bike to a bicycle built for two, or a combination of bicycle types to log the 220 miles required to complete the *Hershey's Tour de Pink* Virtual Ride.
- With the challenge to pedal 220 miles by October 6, 2008, the *Hershey's Tour de Pink* Virtual Ride gives everyone interested in participating the resources to host their own YSC fundraising effort.
- Participate as an individual or as a team, logging miles online and seeking sponsors.
- Ride participants are required to raise a minimum of \$250 in order to receive an official *Hershey's Tour de Pink* jersey.
- To register or for more information, visit www.hersheyspledge.com.

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