Contact: Anna Lingeris
717.534.4874
alingeris@hersheys.com

Stephanie Florence
630.916.3042
stephanie@jsha.com

HERSHEY'S CHOCOLATE WORLD ATTRACTION – CREATE YOUR OWN CANDY BAR FACT SHEET

Create Your Own Candy Bar, the newest *Hershey*®*'s Chocolate World*® attraction, is an interactive, hands-on experience that immerses guests in the candy bar creation process. For the first time, Hershey will allow visitors to select their favorite candy bar ingredients, operate authentic factory equipment and design packaging for their custom made candy bar. Create Your Own Candy Bar offers the premier chocolate bar making experience for families and chocolate lovers of all ages.

Create Your Own Candy Bar Exhibit

- Unique to the chocolate industry, Create Your Own Candy Bar provides an interactive chocolate factory experience and officially opens to the general public on June 12, 2010.

- In the role of chocolate innovator, guests will don authentic outfits of factory aprons and hairnets, pull levers and handles to activate the machinery and design their custom packaging at an interactive kiosk.

- Guests can select up to three inclusions for each bar from ingredients such as: graham crackers crumbs, crisped rice, blueberry fruit gels, chocolate cookie bits, vanilla chips and rainbow jimmies.

- Once the inclusions are added, the personalized candy bars are drenched in *Hershey*®*'s* Milk Chocolate and can be topped with *Hershey*®*'s Kisses*®-shaped sprinkles.

- *Hershey's* Create Your Own Candy Bar attraction will have an introductory cost of $14.95 and will provide visitors with a 30-minutes factory-like experience.

- *Hershey's Chocolate World* attraction is the official visitor's center of The Hershey Company and has topped more than 75 millions guests.

- *Hershey's Chocolate World* attraction also features *Hershey's Great American Chocolate Tour*® ride, *Hershey's Chocolate Tasting Adventure™* attraction, *Hershey's Really Big 3D Show*™ experience and an entertaining tour of the town on the *Hershey Trolley*.

# # #