



FACT SHEET

- The Hershey Story, The Museum on Chocolate Avenue honors and preserves the life and legacy of Milton S. Hershey, the town he created and the lives he touched. Visitors can explore the interactive exhibits and be fascinated and inspired at the enormous impact Milton Hershey had in his time and through his legacy.
- Opened in January 2009, approximately 160,000 guests visit The Hershey Story annually.
- The Hershey Story is located on Chocolate Avenue, adjacent to the Hershey Press Building, making it a centerpiece of a revitalized downtown Hershey. It is the first landmark building to be built on Chocolate Avenue since 1933.
- The actual planning for the facility began in 2004. Design for the exhibits in the Museum Experience took approximately three years and the construction of the facility lasted about a year and a half.
- The second floor, the **Museum Experience**, features 10,500-square-feet of exhibits that embody five interconnected themes. **Failures to Fortunes:** Explore Milton Hershey's rocky road to success. **Sweet Innovations:** Learn how Milton Hershey encouraged creativity and revolutionized milk chocolate production. **Power of Promotion:** Discover how Hershey's products were advertised before TV commercials. **Hershey Builds Hershey:** Amusement park, world-class theater, professional sports, educational opportunities...find out how it all began. **A Living Legacy:** Learn how Milton Hershey's many philanthropies continue to enrich lives today.
- The main floor features the **Chocolate Lab**, where students and visitors can participate in 45-minute interactive classes. Using raw ingredients, chocolate and various tools, participants learn about geography, history, economics and science in a hands-on environment.
- Visitors can explore unique merchandise at the **Museum Shop**, as well as enjoy light fare at **Café Zooka** - named for an early Milton Hershey chocolate novelty. While in the Café, guests can experience warm drinking chocolates from around the world in the **Countries of Origin Chocolate Tasting** area.
- The Grand Lobby features a fitting tribute to Milton Hershey's character, values and vision: a dramatic two-story "Trompe l'oeil" mural. Titled Community Builder, the painting is not intended to be an historical image, but meant to evoke the question "What would Milton Hershey say about his legacy today?"
- Student groups can enjoy a number of educational options to complement their school curriculum. All interactive lessons align with Pennsylvania Academic Standards and are written to stimulate discussion, imagination and appreciation.
- The Hershey Story is an operating division of the non-profit M.S. Hershey Foundation, which partnered with architects LSC Design and world-class exhibit designers Gallagher & Associates to create a unique, interactive experience for visitors.
- The M.S. Hershey Foundation is a non-profit organization that exists to preserve and enhance Milton Hershey's legacy and community vision and to provide educational and cultural enrichment to residents and visitors to Hershey, PA. The Foundation is responsible for operating The Hershey Story, Hershey Theatre, Hershey Gardens, Hershey Community Archives and ChocolateTown Square. More information about the Foundation is available at www.mshersheyfoundation.org.