



How did he go from bankruptcy to brilliance, transforming chocolate from a luxury to an everyday treat? How did he invent a community? Why did he give away his fortune...twice? That's the Hershey story!

Opened in January 2009, The Hershey Story, The Museum on Chocolate Avenue is located in the heart of downtown Hershey. The museum guides visitors on an inspirational journey through Milton S. Hershey's lifetime and beyond, a tale spanning more than 150 years of trials, triumphs, philanthropic endeavors and one man's unwavering confidence.

I invite you to visit this exceptional attraction and enjoy all we have to offer. Built by the non-profit M.S. Hershey Foundation, The Hershey Story welcomes visitors of all ages. From engaging exhibits and the interactive Chocolate Lab to the dramatic two-story "Community Builder" mural, we offer activities that delight and inform our visitors about the history of all things Hershey!

The Hershey Story's stunning, historically inspired building sits beneath the famous Hershey's Kisses streetlights on Chocolate Avenue, providing convenient access to all Hershey-area guests. It is a wonderful addition to Hershey's many attractions.

I hope the enclosed information will help you share the news of this exciting new place. Come visit - take a look around. I promise it will be an experience to remember.

Sincerely,

A handwritten signature in black ink that reads "Amy Bischof". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Amy Bischof
Director
The Hershey Story