

# THE LEGACY

NEWS from THE M.S. HERSHEY FOUNDATION | FALL/WINTER 2010 | ISSUE 11

## SEE THE APOSTOLIC CLOCK OPERATING

The Hershey Story's historic and beloved 132-year-old Apostolic Clock will operate three weekends this fall.

The clock, completed by John Fiester in 1878, took 11 years to build and was proclaimed the "9th Wonder of the World."

The clock is on display, free of charge, in the lobby.

### Dates of operation:

October 2-3  
November 6-7  
December 4-5



At quarter of each hour, twelve apostles appear to tell the story of the betrayal of Christ.



## The Annual CHRISTKINDLMARKT Returns to the Museum

German traditions, holiday treasures and unique shopping combine for two exciting days at The Hershey Story's Christkindlmarkt Holiday Market & Festival on Saturday, December 4 and Sunday, December 5.

The traditional holiday celebration will feature skilled artisans selling unique handmade items that exemplify the colonial Pennsylvania craft tradition. Visitors can enjoy traditional German food from Café Zooka as well as scheduled German entertainment. A unique display of handmade Pennsylvania German style ornaments will also be featured in the lobby.

"Hershey Museum began Christkindlmarkt in 1994 as a celebration of our Pennsylvania German collection," says Lois Miklas, public programs specialist. "The event soon became a community favorite. Our last Christkindlmarkt was held in 2005, as the former museum prepared for its move to Chocolate Avenue."

Visitors will have the opportunity to view items from The Hershey Story's Pennsylvania German col-



Sawdust-filled folkart



Fine porcelain pottery

### The Hershey Story's Christkindlmarkt Holiday Market & Festival

Saturday, December 4  
from 10 a.m. to 5 p.m. and  
Sunday, December 5  
from 9 a.m. to 5 p.m.

Christkindlmarkt is included with Museum Experience admission:

Adult: \$10 | Senior: \$9  
Junior: \$7.50

Hershey Story members: Free

lection in the lobby during Christkindlmarkt. Tours of the state-of-the-art collection storage facility will be available both days at 1:00 and 3:30 p.m. for an additional fee. Tour participants can get a rare look at the museum's collections, including an in-depth look at the Pennsylvania German objects such as pewter, Stiegel glass and fraktur.

"Our Christkindlmarkt is adapted from a tradition that began in Germanic countries in the 1400s," explains Miklas. "These holiday markets gave local artisans the opportunity to show their work in medieval wonderlands of glowing lanterns, surrounded by holiday fare."

*continued on page 2...*

## The M.S. Hershey Foundation Celebrates 75 Years



Celebrating 75 Years

In 1935, Milton S. Hershey established the non-profit M.S. Hershey Foundation, with a mission to provide cultural and educational opportunities for citizens of Derry Township.

Here's a look at how the Foundation has continued our founder's mission through the years.



1935

Milton Hershey signs a Deed of Trust establishing The M.S. Hershey Foundation.

1938

Hershey Junior College is established, offering two free years to Derry Township students, residents and Hershey employees. Rising costs, an inadequate facility and the establishment of the Harrisburg Area Community College led to the closing of the Hershey Junior College in 1965.

1966

Hershey Educational and Cultural Center is established to create educational opportunities for residents and visitors.

1970

Foundation assumes responsibility for Hershey Theatre.

1981

Foundation assumes responsibility for the Hershey Museum of American Life.

1985

Foundation and Hershey's five corporate entities (Hershey Foods Corporation, HERCO, Inc., Hershey Bank, Milton Hershey School, Hershey Trust Company) partner to establish the Hershey Community Archives.

1989

Foundation assumes responsibility for Hershey Gardens.

1990

Foundation assumes responsibility for the new community park, ChocolateTown Square.

2007

Foundation leads a community-wide celebration of Milton Hershey's 150th birthday.

2009

Foundation celebrates the opening of The Hershey Story, The Museum on Chocolate Avenue.

## Christkindlmarkt Entertainment Schedule

### Saturday, December 4

10 a.m. to noon

#### "Clear Toy Candy" Book Signing

Accomplished confectioner Nancy Fasolt will be signing copies of her new book that explores the history of this beautiful traditional Pennsylvania German treat.

11 a.m.

#### A Visit from the Belsnickel

Roughly translated as "St. Nicholas in furs," the curmudgeonly Belsnickel could be considered the alter-ego of today's kindly Santa Claus.

2 – 3:45 p.m.

#### Egerlander German Band

Sway to the oom pah sounds of German brass instruments as they play both German and Christmas favorites.

### Sunday, December 5

2 p.m.

#### Hobby Chor

This popular men's chorus of the Lancaster Liederkrantz Club will regale guests with rousing German favorites.

2 - 4 p.m.

#### "Clear Toy Candy" Book Signing

## Save THE DATE!

Hershey Story Members-Only Preview:  
Saturday, December 4 from 9 to 10 a.m.



### Featured Art Forms:

L.W. Crossan, **18th century furniture**

Lisa Head, **Willow bark and rye straw baskets**

Tom Head, **Painted pine wood carvings**

Rolf A. Hofer, **18th/19th century Windsor chairs**

Karen Hurd, **Tin**

Debbie Jarrett, **Sawdust-filled folk art figures**

Jason Klein, **Handblown glass**

Donna Kriebel, **American folk art paintings & prints**

William Leinbach, **Handwoven coverlets**

Cheryl Mihills, **Punchneedle fiber art**

Kathie Ratcliffe, **Miniature quilts**

Janet Stanley Reid, **Hooked rugs**

Bob Schultz, **Shaker boxes**

Nancy Shelly, **Cut-paper designs**

Andy Smith, **Watercolor paintings and prints**

Lynn Taylor, **Historically inspired fine ceramics**

John Tyler, **Wrought iron Colonial household utensils**

Deborah Watson, **Hand felted designs—wool & silk**

Denise Wilz, **Pennsylvania redware**

## Archives Hears First-Hand Memories about Milton Hershey

### Long-time family friend describes dinners with Mr. Hershey

After the death of his wife, Milton Hershey's life focused around his businesses, community and Milton Hershey School. He continued to travel extensively to New York, Washington, D.C., Cuba and Europe. While in New York City, Milton Hershey often stayed at the Waldorf-Astoria Hotel. During one of those stays he met William H. Worrilow, a Lebanon Pennsylvania steel industrialist. A friendship developed and for many years Milton Hershey was invited to join the Worrilow family at their Lebanon home, Brasenhill, for dinner. Those dinners were greatly looked forward to by the Worrilow children. Milton Hershey's love of children led to their inclusion at what was typically an adult-only event.

Recently, the Hershey Community Archives had the opportunity to interview John "Jack" Worrilow, one of William Worrilow's sons, about his memories of Milton Hershey. Now 89 years old, Jack has vivid memories of those meals shared with Milton Hershey. On the appointed evenings, Jack would look out the second floor guest room window to catch the first sight of Milton Hershey's Chrysler Air-Flo limousine. Upon spotting the car, he raced downstairs to be the first to greet Mr. Hershey and receive the gift of a box of Hershey's Bon-Bons.

Dinners were filled with conversation, with Jack full of questions and chatter. In his oral history interview he recalled:

*I said to Mr. Hershey at dinner—I kept talking all the time – my mother finally said, "Jack, will you please be quiet and give us a chance?" But I said, "Mr. Hershey, in your remarkable career both success and some unhappy experiences, does a single day in your business career stand out above all others? And he said, "Without a question."*



The Worrilow family home in Lebanon "Brasenhill," where Milton Hershey would often join the Worrilow family for dinner. Photo courtesy of Lebanon County Historical Society

*I think it was 1918, but I'm not sure. Mr. Hershey needed five million dollars. Whether it was Manufacturers Trust or the other one. . . I'm not sure. He banked with them and he went over and tried to negotiate this loan. Well, the bank—five million dollars, that was, even for Mr. Hershey, that was a pretty hefty sum. So the bank provided for the provision that Mr. Hershey should accept a vice-president from the bank at his office. So the contract was drawn and of course everything went as ordered in the contract.*

*But to get back to answer my question, he [Mr. Hershey] said [to me], "When I'm at Hershey I don't have to worry about shareholders and about a board of directors. He said "I make my own decisions. I*

*don't even need a committee," and he said finally "the day I paid off that loan I took that vice-president to [the] front door, thanked him for his service, but told him to shove off and go back to New York and leave my company to myself."*

Jack Worrilow also shared memories about family visits to Hershey and The Hotel Hershey. The family came to know Joseph Gassler, general manager of the Hotel and Worrilow related a story that Mr. Gassler had shared with him regarding how he became the manager:

*Mr. Hershey said, "Gassler, I want you to run that hotel for me." And Mr. Gassler said, "Mr. Hershey, may I make one condition?" Well, Mr. Hershey wasn't accustomed to conditions so he said, "What is your condition?" He said, "I plan to train my own help in my way. And when it comes to*

*the approach of winter I don't want my staff to be going to Palm Beach or Palm Springs and serve there in the winter. I would like you to commit to the maintaining of the Hotel in a continuing basis year-round." Mr. Hershey said, "You have my commitment."*

*I think it was 1936 when Henry Luce founded Life Magazine. . . One of the very early issues, I'm not sure it was the first one, but . . . Life Magazine published a photograph of a single diner in that big dining room which took me back to the promise that Mr. Hershey, knowing that in the wintertime, particularly in the early years, [the Hotel] would not be well patronized. But he kept his promise [to Mr. Gassler].*

# HERSHEY, CUBA COLLECTION DONATED TO ARCHIVES AND MUSEUM

Few realize that there are two model communities that bear the name Hershey; one in Pennsylvania and the other in Cuba. Milton Hershey first visited the island nation in 1916 and saw great potential. During this first visit to Cuba he decided to purchase sugar plantations and refine sugar for use by the Hershey Chocolate Company.

He purchased numerous existing mills, called centrals. Similar to the development of Hershey, Pennsylvania, he also decided to build a community around a new sugar mill, naming it Central Hershey.

In 1945, Agustin Perez was born in a four bedroom house in Hershey, Cuba. His mother's family, the Lominchards, was one of the first families to live in the community. His paternal grandfather, his father and, later, Mr. Perez himself, all worked for the Hershey Corporation in Cuba. This past July, Perez, his wife, daughters and granddaughters visited The Hershey Story, where staff had the opportunity to meet with them and learn more about the Central Hershey community.



Association of Parents, Neighbors and Teachers Band performing in Central Hershey, Cuba. Date circa: 1934-1938

*“For me, the Hershey name is more than chocolates and sugar, it is a very important part of my life. This name goes to the center of my heart.”*

Perez, a resident of Central Hershey until his emigration in 1993, brought several documents and family photographs with him on his trip to Hershey, Pennsylvania. He shared many stories about his childhood as well as Mr. Hershey's lasting impact on the community. He also donated copies of his family documents and photographs to the Archives. These items will provide researchers with information about the social life in Central Hershey as well as offer a personal perspective.

In addition to the archival material, he generously donated his Hershey Sports Club baseball uniform and basketball jersey to the museum's permanent collection. Although he never met Mr. Hershey personally, Perez explained, “For me, the Hershey name is more than chocolates and sugar, it is a very important part of my life. This name goes to the center of my heart.”

The community he described - a working industrial town, where

the education, health and social life of the workers was provided for - is remarkably similar to the experience of those who grew up in Hershey, Pennsylvania. Those assets included public schools, a medical clinic, a movie theater, stores, cafeterias, a hotel, a golf course, a garden, baseball fields and the railroad, which permitted employees to choose where they would live.

Perez expressed his deep appreciation for Mr. Hershey and the community he developed, saying, “The first part of my life was a wonderful time thanks to a man who created a place to work and live with dignity.”

In 1946, Hershey's Cuban holdings were sold to the Cuban Atlantic Sugar Company. Perez earned a degree in mechanical engineering and worked in the Hershey mill for 22 years. He continues to work in the sugar refining industry in South Florida.

Hershey Community Archives and The Hershey Story are grateful for his time and stories, as well as his donations. It will assist them in sharing the important story of the Central Hershey community with others.



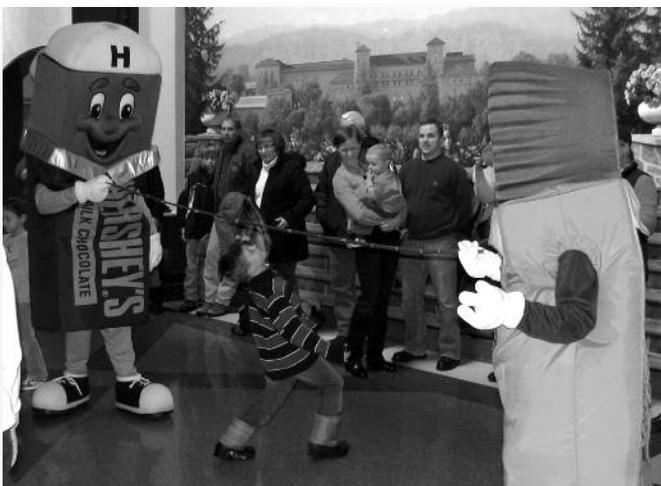
The 1956 Hershey Sports Club baseball team. Mr. Perez is the bat boy kneeling in the front row on the left.

## Join Us! New Year's Eve Family Celebration at The Hershey Story

The Hershey Story Family Dance Party and Bubble Wrap Stomp are back! Join us in the lobby from 8:30 to 10:00 p.m. for an evening of music, dancing and celebrating with Mr. Music, Hershey's product characters and LOTS of bubble wrap for stomping!

The fun will begin with Mr. Music leading a hilarious dance party, a limbo contest and a conga line. At 10:00, join Hershey's product characters in a giant bubble wrap stomp to mark the New Year!

Perfect for families, this party is fun, interactive and not too late for the little ones to celebrate! Admission is free.



How low can you go? Last year's celebration featured the limbo, as well as music, dancing and a bubble wrap stomp.

## Thank You “Past Master” Volunteers!

This summer, 29 Past Master students ages 12 to 15 assisted The Hershey Story by greeting visitors and answering questions, helping young “apprentices” find fun facts and demonstrating how cocoa pods look and where they come from.

“Past Masters played an important and significant role in our guests' experiences,” said Lois Miklas, public programs specialist. “They deserve much appreciation and recognition for the assistance they provided staff and visitors.”

The Past Master program begins in June and continues through August each year.



A Past Master introduces a visitor to a cocoa pod at the Chocolate Lab cart.

# Congratulations

## The Hershey Story Annual History Contest for Young Writers Winners

A distinguished 40-member panel of judges, consisting of historians, educators and community leaders, reviewed a record 483 submissions and selected the following winning entries. Read the winning essays at [HersheyStory.org](http://HersheyStory.org).

### Senior Level Grades 7 & 8 — Fiction

**1st Place** – Hali McKinley Lester, Good Hope Middle School – Mechanicsburg, “The Mechanicsburg Stationmaster’s Daughter”

**2nd Place** – E. Olivia Cockley, Home School – Landisburg, “The Beginning, the End, and a Dolly”

### Senior Level Grades 7 & 8 — Non-Fiction

**1st Place** – Aishwarya Singh, Eagle View Middle School – Mechanicsburg, “Peaceful Inspirations”

**2nd Place** – Amy Elgin, Eagle View Middle School – Mechanicsburg, “Coco Chanel – The Woman Who Changed Fashion”

### Senior Level Grades 7 & 8 — Poetry

**1st Place** – Jill Barry, Lemoyne Middle School, “Broken Glass”

**2nd Place** – Ashley Basso, Crossroads Middle School – Lewisberry, “The Abolitionist’s Anthem”



### First place winners from left to right:

Cara Eschenmann (Mooreland Elementary), Aishwarya Singh (Eagle View Middle School), Shreya Thakur (Hershey Middle School), Jill Barry (Lemoyne Middle School), Hali McKinley Lester (Good Hope Middle School), Emily Ashton (Ephrata Intermediate School)

### Junior Level Grades 5 & 6 — Fiction

**1st Place** – Emily Ashton, Ephrata Intermediate School, “The Diary of Laura Keene”

**2nd Place** – Johanna Bear, Lambertton Middle School – Carlisle, “The Massacre”

### Junior Level Grades 5 & 6 — Non-Fiction

**1st Place** – Cara Eschenmann, Mooreland Elementary School – Carlisle, “A Basket of Brilliance”

**2nd Place** – David Williams, St. Theresa School – New Cumberland, “Edward Jenner and the Smallpox Vaccine”

## Make Something Edible & Unforgettable in the Chocolate Lab

The artisans in The Hershey Story’s Chocolate Lab are always dreaming up new, fun-filled (and chocolate-covered) ways for visitors to create something sweet.

“From spooky chocolate art to romantic candy confections, the Lab is the perfect place to celebrate all the upcoming holidays,” says Kyle Nagurny, Chocolate Lab manager.

“The best part of making your masterpiece is discovering the unique qualities of chocolate while you’re creating,” explains Nagurny. “Visitors love to learn where cacao is grown, how it is harvested and all the steps in chocolate-making. The hands-on experiences and interactive demonstrations are all part of a Lab class.”

The Lab will also continue offering its traditional classes including Build A Bar, Chocolate Bowl Blast, Chocolate By Design and Planet Chocolate. “Plus, we’ll be introducing some fun, new custom classes for the holidays,” Nagurny added.

For more information on the Chocolate Lab and upcoming classes, visit [HersheyStory.org](http://HersheyStory.org).



Chocolate By Design



Chocolate Bowl Blast

## HERSHEY STORY HAPPENINGS

### Black Cat Alley

October 16, 17, 23, 24, 30, 31

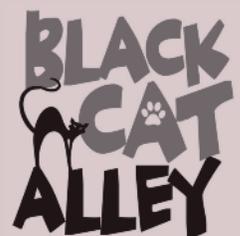
11 a.m. to 5 p.m.

\$5 per participant

(\$2.50 for Hershey Story members)



Follow the black cat to Halloween fun! Make a spooky pin that will light up the night and then choose a black cat, bat or pumpkin box to take it home. Make a mask and pose against a vintage Hershey advertising backdrop. Kids, wear your costume and get a head start on trick-or-treating with some delicious Hersheys® treats.



AT THE HERSHEY STORY



### Little Elves Workshop

November 20, 21, 26, 27, 28

December 11, 12, 18, 19, 26-31

January 1, 2

11 a.m. to 3 p.m.

\$5 per ornament (\$2.50 for Hershey Story members)

Kids, have some holiday fun as you journey through the “Little Elves Workshop.” Use chocolate clay, icing and ribbon to fashion a unique ornament to use as a gift or a keepsake. No visit to the workshop is complete without a unique holiday photo opportunity against a snowy Hershey scene! Workshop sponsored by *Barry Callebaut*



Chocolate clay, icing and ribbon are used to create your own unique ornament at the Little Elves Workshop

# THE HERSHEY STORY HOMESCHOOL DAY

## Art All Around

Wednesday, October 20  
9 a.m. – 1 p.m.

For preschool through grade 12



What could be more fun than painting with chocolate? Students will create a yummy take-home project using chocolate as paint and will discover what ingredients make chocolate so delicious! The adventure continues with a visit to the museum galleries where students will learn about the many stories of Hershey through the eyes of an artist.



Cost: \$8.50 per student; one free adult with each family  
Additional adults: \$8.50

Registration required  
Please call 717.520.5588 or  
email [Ehiner@HersheyStory.org](mailto:Ehiner@HersheyStory.org) by Friday, October 15

## Limited Edition Prints of “Community Builder” Mural Available

The Hershey Story, in collaboration with artist William Cochran, has developed a special limited-edition giclée print of the center panel of the “Community Builder” mural.

This realistic and beautiful reproduction features Milton Hershey sitting with six students from Milton Hershey School and includes the Community Building in the background. Giclée (pronounced zhee-klay) prints are created using professional printers, capable of producing incredible detail and color matching.

This edition of 150 prints (16” x 20”) will be signed and numbered by Cochran and may be purchased either framed or unframed. The first 100 prints will be available beginning October 15, and members of The Hershey Story will be given a discounted price. The remaining 50 will be sold by the artist at a later date; this price is yet to be determined.

When asked about his experience creating the mural William Cochran explains, “It was my privilege to work with The M.S. Hershey Foundation, Milton Hershey School and the wonderful students who posed for the work. I am inspired by the ongoing legacy of Milton S. Hershey and those who implement his vision for the benefit of so many today. It took almost three years to create the mural and it is my hope that in



some small way this artwork might honor and support the legacy and spirit of this great community.”

“It is amazing to watch visitors connect

with this incredible piece of art,” said Amy Bischof, director of The Hershey Story. “We are thrilled to be able to share it with others outside of our building.”

### Giclée order form

16” x 20” print only: \$200 | Hershey Story members: \$175

24” x 28” custom cherry framed and matted print: \$445 | Hershey Story members: \$395

Name \_\_\_\_\_ Address \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Quantity of prints only \_\_\_\_\_ Quantity of framed prints \_\_\_\_\_ Total + 6% sales tax \_\_\_\_\_

Method of payment

\_\_\_\_\_ Check enclosed made payable to The M.S. Hershey Foundation

\_\_\_\_\_ Charge my  VISA  MasterCard  Discover  American Express

Please mail to:  
The Hershey Story  
Attn: Erin Peda  
63 West Chocolate Avenue  
Hershey, PA 17033

credit card number \_\_\_\_\_

exp. date \_\_\_\_\_

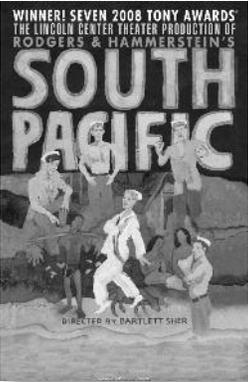
signature \_\_\_\_\_

## HERSHEY THEATRE

## Give My Regards to Broadway...

**Blue Man Group**  
October 19 - 24, 2010

Blue Man Group is best known for their wildly popular theatrical shows and concerts which combine comedy, music and technology to produce a totally unique form of entertainment. *The New York Times* heralds the show as “one of the most delightful performance pieces ever staged.” *E! Entertainment News* exclaims, “Blue Man Group is what every live performance aspires to be.”

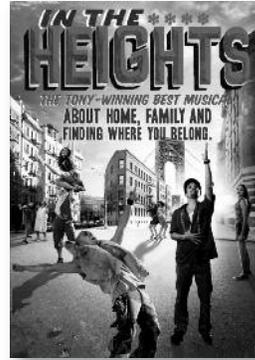
**South Pacific**  
November 30 - December 5, 2010

“Simply Wonderful! Beguiling Theatrical Magic!” hails the *New York Post* for Rodgers & Hammerstein’s *South Pacific*. A stunning reinvention produced by Lincoln Center Theater, *South Pacific* swept the 2008 Tony Awards®, winning seven honors including Best Musical Revival and Best Director for Bartlett Sher. The breathtaking new production features a cast of 34 and a full orchestra of 26 members – the largest orchestra of any touring Broadway production. Set on a tropical island during World War II, the musical tells the sweeping romantic story of two couples and how their happiness is threatened by the realities of war and by their own prejudices.

couples and how their happiness is threatened by the realities of war and by their own prejudices.

**The Color Purple**  
February 25 - 26, 2011

*The Color Purple* is a soul-stirring musical based on the classic Pulitzer Prize-winning novel by Alice Walker and the moving film by Steven Spielberg. It is the unforgettable and inspiring story of a woman named Celie, who finds her unique voice in the world. Nominated for 11 Tony Awards®, *The Color Purple* is a landmark theatrical event, a celebration of love and a Broadway phenomenon.

**In The Heights**  
March 1 - 6, 2011

This 2008 Tony Award®-winning Best Musical is a moving, funny and uplifting new show about a community of hard-working immigrants seeking a better life and trying to find their place – their home – in their new country. With a remarkable young cast, thrilling dancing and a dynamic score, *In The Heights* is an exhilarating journey into a vibrant Manhattan community.

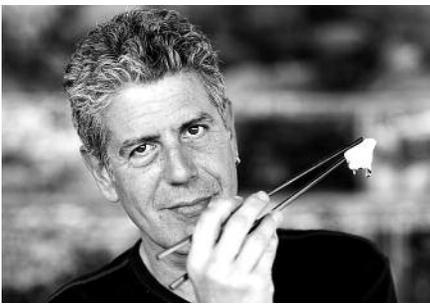
**Hair**  
April 12 - 17, 2011

An exuberant musical about a group of young Americans searching for peace and love in a turbulent time, *Hair* has struck a resonant chord with audiences young and old. *Hair* features an extraordinary cast and dozens of unforgettable songs. **Warning: While many find this show suitable for young adults (13 and older), parental discretion is advised. There is a dimly lit 20-second scene with nudity that is non-sexual in nature.**



For tickets, please call the Hershey Theatre Box Office at 717.534.3405 or visit [HersheyTheatre.com](http://HersheyTheatre.com).

## MORE UPCOMING SHOWS

**Anthony Bourdain**  
Wednesday, November 10, 2010

Chef and author of *Kitchen Confidential*, Anthony Bourdain is best known for traveling the globe on his stomach, daringly consuming some of the world’s most exotic dishes on his hit Travel Channel TV show *Anthony Bourdain: No Reservations*. Once known as the bad boy of cooking, Bourdain is settling into an only slightly more dignified position as a professional gadfly, bete noir, advocate, social critic and pork enthusiast. He is unsparing of those things he hates, as he is evangelical about his passions. Bourdain is coming to speak, entertain and surprise fans at Hershey Theatre.

**Disney Live! presents Mickey's Magic Show**  
Sunday, November 14, 2010

Mickey, Minnie and a host of Disney friends come together with world-class magicians to perform magic from legendary Disney films right before your eyes. See the Fairy Godmother transform Cinderella’s rags into a beautiful ball gown in a split second; the spectacular levitation of *Aladdin’s* Princess Jasmine; and the enchanted dancing brooms of *Fantasia*. Join Donald and Goofy, Alice and the Mad Hatter, and many more for a one-of-a-kind stage show you’ll never forget.

**Garrison Keillor**  
Tuesday, November 16

Minnesota-born and raised, Garrison Keillor is the living embodiment of the Midwestern spirit. Each week he shares his steady thoughtfulness, old-fashioned values, traditional songs and dry humor through his legendary, critically acclaimed radio show *A Prairie Home Companion*. His shows are sell-out events, as the popularity of Lake Wobegon continues to grow around the country.

**The Ten Tenors**  
Saturday,  
December 11, 2010

The Ten Tenors set out to capture the intimacy between themselves and the audience during live performances, while invoking nostalgic memories of people, places or times in history, with songs ranging from Mexican best-sellers to post-war classics to jazz, including “Granada,” “You’ll Never Walk Alone” and the Louis Armstrong classic, “What A Wonderful World.”

**Handel's Messiah Rocks**  
Wednesday, December 22 - Thursday, 23, 2010

Hallelujah! Inspiring and entertaining, Handel’s Messiah Rocks breathes new life into Handel’s most performed oratorio with stunning visual effects and an amazing combination of musicians. Complete with an orchestra, a rock band, both adult and children’s choirs and renowned soloists, bring the entire family to experience the Handel’s Messiah for every generation – Handel’s Messiah Rocks!

# “Is This Show Appropriate for my 12-year-old?”

Student Study Guides Available for Shows

Whether you're a teacher considering bringing a class to their first Broadway musical or a parent concerned about show content, study guides are now available for many shows.

The guides, which adhere to national learning standards, provide important information about the performance for students and adults alike. Often, the guide will provide links to relevant resources and make suggestions for cross-curricular activities.

The study guides for upcoming shows at Hershey Theatre are listed below. They can be downloaded from the show pages at [HersheyTheatre.com](http://HersheyTheatre.com).

- Yo Gabba Gabba!
- Blue Man Group
- South Pacific
- The Color Purple
- In the Heights

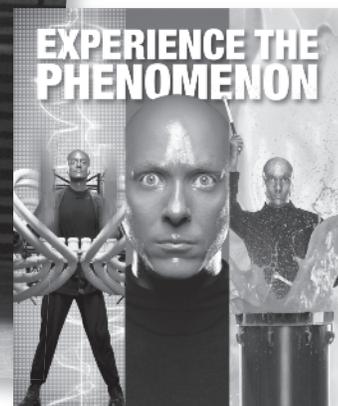
Additional online resources for parents, teachers and students include:

**Play by Play Online** – A theater newsletter for and by teens from the Theatre Development Fund. Learn more at [www.tdf.org/playbyplayonline](http://www.tdf.org/playbyplayonline).

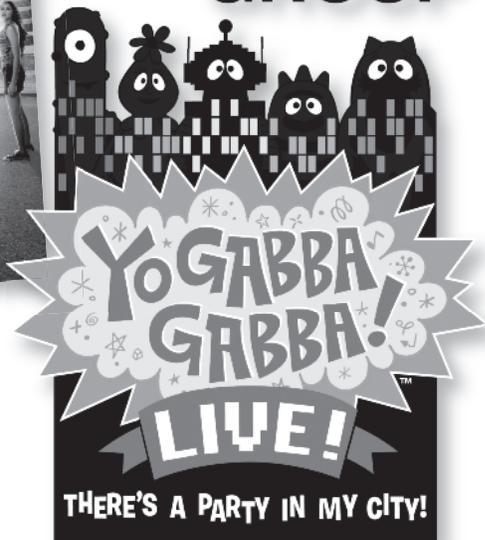
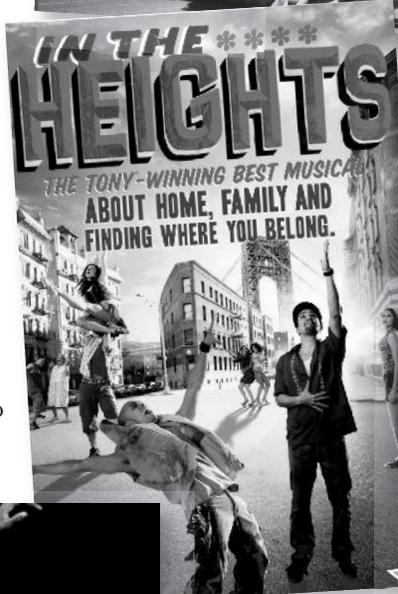
**Generation Broadway** – A website for teachers and parents to get a behind-the-scenes look at contemporary theater. Learn more at [www.generationbroadway.com](http://www.generationbroadway.com).



South Pacific



**BLUE  
MAN  
GROUP**



The Color Purple

## A “Best Musical” is born: How “In the Heights” got to Broadway

*In the Heights*, the Tony Award®-winning Best Musical, is coming to Hershey Theatre March 1 – 6, 2011. The musical tells a salsa- and hip hop-infused story set in a Latino community at the upper reaches of Manhattan. The story of how the show began as a college sophomore's angst-filled script and ended up on the Broadway stage was revealed in a recent interview by The Broadway League.

Lin-Manuel Miranda related that he wrote the original version at Wesleyan University as a reaction to his sweetheart's departure to study abroad. Though actually from



Inwood, just north of Washington Heights, Miranda changed the setting of the play because “Inwood doesn't sing as well.” Director Thomas Kail, a Wesleyan alumni, obtained a CD of a college performance of *In the Heights* music, and was captivated by the fresh rap and hip hop sounds that advanced the story.

After college, Miranda roomed with musical arranger Bill Sherman in what they described as

their own “In the Heights frat.” Every week they met with Kail, eventually revising the original play four times. As the play sought producers, Miranda played the part of the

rapping narrator Usnavi, to avoid having to hire an actor to learn the complex lines.

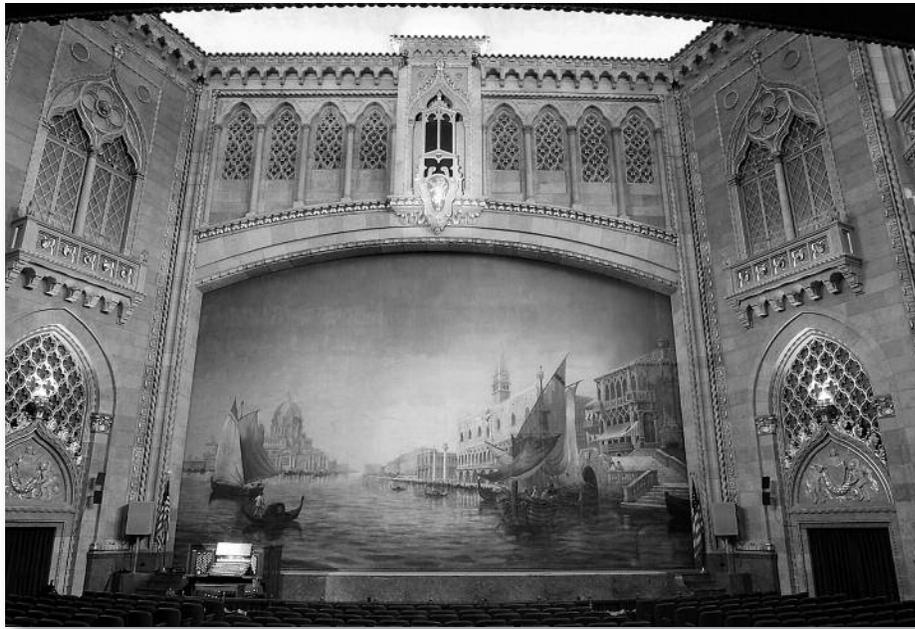
In 2008, eight years after its inception as a college project, the play opened on Broadway. The musical's Broadway production was nominated for 13 Tony Awards and won four: Best Musical, Best Original Score, Best Choreography and Best Orchestrations.



# Searching for Clues: Hershey Theatre's Fire Curtain

Research is beginning to uncover the curtain's mysterious origins

As guests enter Hershey Theatre, they are welcomed into a lavish, romantic, European space. This design theme is revealed in the main auditorium. Drawing on the grand style of Venice, Italy, the auditorium features pink faux-granite walls, stone balconies and a ceiling specially constructed to create the illusion of being in an outside space. Guests are transported to Venice with its Grand Canal slowly flowing past Doge's Palace via a mural that fills the stage as the decorative front for the Theatre's fire curtain.



Researchers continue to look for information about Hershey Theatre's fire curtain, which dates back to 1933.

For most theaters, a fire curtain is a utilitarian necessity. Featuring a steel, grid-like frame that is lined with flame-retardant material, the fire curtain is rigged to be lowered quickly to separate the stage from the audience in case of a fire. Hershey's fire curtain is 50' by 50', 6-7 inches thick and weighs approximately four tons.

Jamie Caffier, a student at Penn State Harrisburg, recently completed a research project to learn more about the curtain's unknown origins. Her research corrected some misinformation about the curtain and raised new questions about its origins. Caffier learned that the mural is not a watercolor, but rather painted with oil or tempura using watercolor techniques. Her re-

search also attempted to determine if a nationally recognized theatrical set designer, Lee Lash, was responsible for the design of Hershey's fire curtain mural. Her research was inconclusive but she was able to piece together a history of the Lee Lash studios in New York City. Lee Lash opened his New York studio in 1898 after successfully establishing a set design and painting business in San Francisco several years earlier. His New York studio was recognized as one of the best in the country and could produce up to 30 curtains at one time.

The certainty of the Lee Lash-Hershey connection is muddled by Lee Lash's sale of his

business to H.J. Kuckuck in 1926. Kuckuck changed the name of the studio to H.J. Kuckuck's Lee Lash Studios. A sign with that name was once attached to the Hershey Theatre fire curtain's control mechanism.

"Hershey Theatre was built according to plans drawn up in 1915," noted Pam Whitenack, director of Hershey Community Archives. "Those original plans included stained glass window designs created by the Tiffany Glass Studios, but those plans were never used because

Tiffany Studios closed before the Theatre opened in 1933. Similarly, it is possible that Milton Hershey also contracted with other designers to create plans for other key components of the Theatre, like the fire curtain mural, which is an important focal piece."

Many questions remain about the fire curtain; further research may provide the answers.

## Did you know?

Hershey Theatre recently ranked #48 in a world ranking, based on ticket sales reported to the entertainment trade publication *Pollstar*.

## "beyond the footlights" Cabaret Coming to Hershey Theatre Saturday, January 29

Second annual event to spotlight 2010 student stars



Set on the Theatre's Grand Stage, this event will feature some of the brightest student stars of the 2010 Hershey Theatre Apollo Awards. Local abc27 news anchor Dennis Owens will host the evening, which will feature elegant hors d'oeuvres, fine wine and a silent auction. All proceeds will benefit the Hershey Theatre Apollo Awards program. Due to the unique nature of this event, a limited number of tickets are available.

get your tickets now!

Saturday, January 29, 2011 at 6:30 p.m.

Tickets: \$75

Auditorium seating\*: \$10 (for show only)

On sale now at the Box Office or  
by calling 717.534.3405.

\*These seats are located behind the performer.



"Beyond the Footlights" gives the audience a rare opportunity to experience musical talent while seated on the stage.

# Congratulations to the 2010 Hershey Theatre Apollo Award Recipients

## Students from across the region take home top honors

The second annual Hershey Theatre Apollo Awards were held on May 23. This scholarship program recognizes excellence in local high school theater productions and applauds talented students in Dauphin, Cumberland and Lebanon counties and Elizabethtown Area High School.

# HERSHEY THEATRE Apollo AWARDS

### Outstanding Play

Milton Hershey School, *Of Mice and Men*

### Outstanding Musical

Central Dauphin East High School, *Urinetown*

### Outstanding Lead Actor in a Musical

Christopher Cook, Susquehanna Township High School, *FAME*

### Outstanding Lead Actress in Musical

Angeline Lonardi, Bishop McDevitt High School, *Beauty and the Beast*

### Outstanding Lead Actor in a Play

Cristopher Ramirez, Milton Hershey School, *Of Mice and Men*

### Outstanding Lead Actress in a Play

Veronica Callahan, Lower Dauphin High School, *The Visit*

### Outstanding Supporting Actor in a Musical (tie)

Damon McToy, Central Dauphin East High School, *Urinetown*;  
Jurdan Payne, Central Dauphin East High School, *Urinetown*



Celia Morrison - nominee for Outstanding Lead Actress in a Musical - *FAME*

### Outstanding Supporting Actress in a Musical

Gina Moscato, Boiling Springs High School, *A Funny Thing Happened on the Way to the Forum*

### Outstanding Supporting Actor in a Play

Jurdan Payne, Central Dauphin East High School, *The Taming of the Shrew*

### Outstanding Supporting Actress in a Play

Meredith Clarke, Elizabethtown Area High School, *The Musical Comedy Murders of 1940*

### Outstanding Featured Performer in a Musical

Shealeigh Atkinson, Lebanon High School, *CATS*

### Outstanding Student Orchestra

Hershey High School, *AIDA*

### Outstanding Dance Number

Lebanon High School, "The Jellicle Ball" from *CATS*



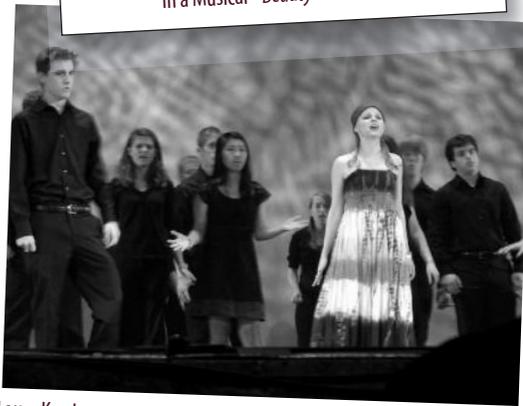
Angeline Lonardi - Outstanding Lead Actress in a Musical - *Beauty and the Beast*



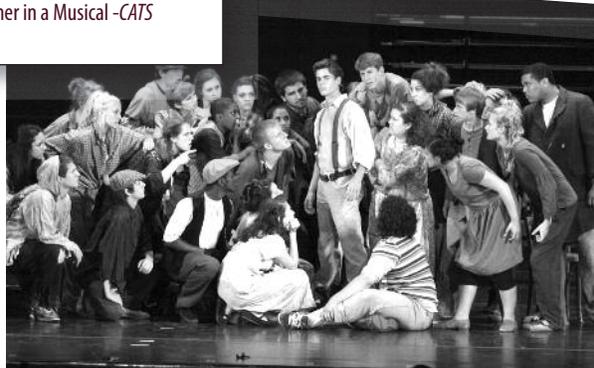
Shealeigh Atkinson - Outstanding Featured Performer in a Musical - *CATS*



Cristopher Ramirez - Outstanding Lead Actor in a Play - *Of Mice and Men*



Laura Krecko - nominee for Outstanding Lead Actress in a Musical - *Aida*



*Urinetown* - Central Dauphin East High School - Outstanding Musical

# Mother Nature's Last Hurrah

## Discover Autumn's Splendor at Hershey Gardens

Fall is a beautiful season in any garden and its vibrant color is more than just flowers. Many of the shrubs and trees that bloomed in the spring will now feature an abundance of autumnal color with their signature foliage, fruits and berries. Blazing shades of gold, yellow, orange, pink, red, burgundy and bronze are a sure sign of summer's end.



Japanese maple trees at Hershey Gardens

Photos courtesy of Peter Houts

### Shrubs & Berries

"Hershey Gardens has a wonderful selection of colorful fall foliage shrubs such as viburnums, fothergilla, itea, clethra and witch hazel," said Barbara Whitcraft, horticulture specialist at Hershey Gardens. "These are good choices for colorful fall shrubs. Many are native to this area and need minimal shaping and pruning to keep them looking great."

Shrubs can also add color to the autumn landscape with their fruits and berries. These can appear before and after foliage drop. "Hollies feature red and yellow berries on deep green broadleaf evergreen foliage," noted Whitcraft. "They come in many shapes and sizes from tall trees to low shrubs." Some hollies, such as the native *Ilex verticillata*, also called winterberry, are deciduous. "After the leaves are gone, its branches are covered with brilliant red berries that continue on the shrubs into the winter months."

"One of the most unexpected fall colors that visitors discover at Hershey Gardens is the purple and white berries on the native beauty-berry, *Callicarpa americana*," explains Whitcraft. "These 5- to 8-foot tall

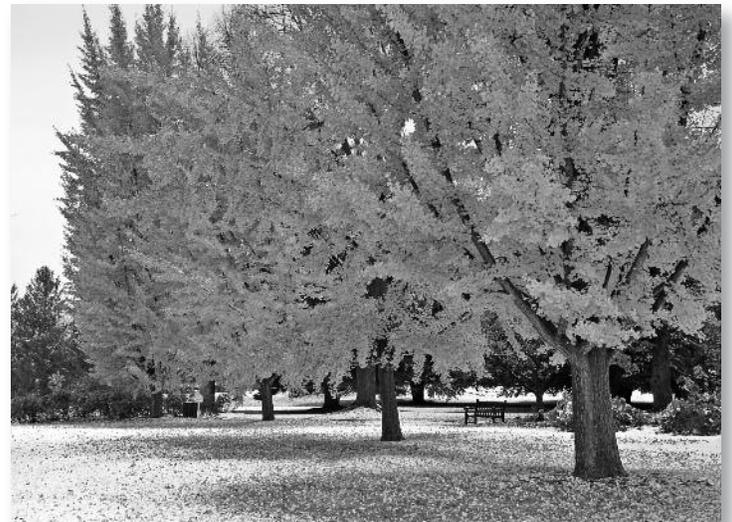
shrubs lose their yellowing fall leaves to reveal hundreds of clusters of tiny pearl-like berries that persist along its branches into January, when they are eaten by birds. Tiny white flowers form on new wood in the summer so you can prune these shrubs to fit your landscape in late winter or early spring."

### Trees

Hershey Gardens also has fabulous trees, which showcase brilliant fall colors. "A collection of Japanese maples, scarlet and red oaks, sweet gums, ornamental cherries and our native *Oxydendrum arboreum* or sourwood, can all be seen throughout the Gardens," notes Whitcraft.

One of the last trees to turn and drop its buttery yellow fan-shaped leaves is the *Ginkgo biloba* or ginkgo. "The neat thing about this ancient species is that the leaves generally all fall from the tree within a short period of time," said Whitcraft. "You will often see a 'circle of gold' around the base of the tree, which makes them easy to rake."

Experience Hershey Gardens this fall and enjoy the many trees, shrubs and late season bloom of roses, mums and late-flowering annuals. Take pleasure in the many subtle and bold textures and colors which are enhanced by the cooler temperatures of this wonderful season.



Ginkgo trees lose their leaves at the same time, forming a "circle of gold" around the tree.

## New Arbor Donated to Mrs. Hershey's Rose Garden



An artisan crafted the new arbor from cedar.

A favorite spot for many Hershey Gardens visitors is Mrs. Hershey's Rose Garden. Quiet and quaint, this lovely garden features "Old Garden Roses" that Catherine Hershey would have grown at her High Point Mansion home.

The rustic brick path that winds through this garden features a wooden arbor with roses weaving through it. "No one knows exactly when the arbor was placed in the Gardens," said Jamie Shiffer, grounds and horticultural operations manager, "but it was showing significant signs of wear."

LeRoy Zimmerman, former Pennsylvania attorney general and current chairman of the Hershey Trust Board, graciously offered to donate a new handcrafted arbor to replace the current one. "My family, especially my grandchildren, loves the Gardens," said Zimmerman. "The arbor is a perfect tribute for my family to remember our times there, as well as support this important Hershey legacy."

The new arbor now stands proudly in Mrs. Hershey's Rose Garden. "The roses growing on the previous structure weren't disturbed," said Shiffer. "They were gently placed onto the new arbor and will continue to thrive."

### More Opportunities to Give

- Single pole rose arbors and restoration of bench in Mrs. Hershey's Rose Garden
- Arbor replacement at weeping European beech tree and blue atlas cedar tree
- Benches in the Arboretum
- Refurbishment of the "Rebecca" statue and a new sundial in the Rose Garden
- Hanging baskets along Swan Lake
- New rose trellises in the Italian Rose Garden

For more information, please call Jamie Shiffer at 717.508.5973.

# There's a Lot "Growing On" at Hershey Gardens!

For more information, please visit [HersheyGardens.org](http://HersheyGardens.org)

## Bonsai: Living Art of Central Pennsylvania Bonsai Clubs Exhibit

October 8 through November 14

Visit [HersheyGardens.org](http://HersheyGardens.org) for hours

Featuring dozens of bonsai trees of various shapes and sizes, this popular annual exhibit provides information on bonsai, what they are and how they are grown. The exhibit will be housed in the Gardens' outdoor Butterfly House.

*Included with admission*



## Pumpkin Glow

Fridays, October 15, 22 & 29

6 to 8 p.m.



Calling all kids! Bring your flashlights and marvel at the uniquely carved illuminated pumpkins along the Gardens path. Come in costume and collect treats donated by The Hershey Company.

*Included with admission*

## Winter Walk

Fridays, Saturdays and Sundays,  
November 19 through December 19  
and daily from December 26 through  
December 30

10 a.m. to 4 p.m.

Enjoy the holidays in natural splendor as Mother Nature opens a beautiful winter world at Hershey Gardens. Experience the stunning winter vistas and enjoy special moments under the mistletoe archways as you stroll the Gardens' walkways this holiday season. *Included with admission*



## A Classic Christmas

Saturday, December 11

10 a.m. to 4 p.m.

Kick off the holiday season with nature's beauty, music and decorated Christmas trees, as well as children's crafts and activities.

*Included with admission*



## JOIN US FOR A NEW FALL CLASS...

### Spruce Up Your Holidays!

Looking for a way to simplify your holiday decorating? Flowers Designs by Cherylann will be presenting a make-and-take class that will feature information on floral basket arranging. Each participant will receive a basket, greens, flowers and tips on how to make your creation last throughout the holiday season.

Saturday, November 6

10 a.m. – noon

Hershey Gardens Education Center

\$35 per person, \$30 for Gardens members

Registration is required.

Please call 717.508.5972 or email

[Bajaeger@HersheyGardens.org](mailto:Bajaeger@HersheyGardens.org).



BOY SCOUTS OF AMERICA

## Boy Scout Badge Day Saturday, October 16

### Boy Scouts of America Forestry Merit Badge

9:00 a.m. to 12:30 p.m.

Prepare a field notebook using the collection of trees at Hershey Gardens, while identifying trees native to Pennsylvania. Plus, learn about the contributions that forests make to society and the importance of forest management.

Fee: \$6 for Scouts, \$8 for accompanying adults



### Webelos Forester Activity Badge

1:30 to 3:00 p.m.

Identification of trees and plants which make up the layers of a deciduous forest is the focus of this activity. Examine growth rings of a tree stump to explain the history of the tree and learn the benefits and consequences of wild-fires in a forest ecosystem.

Fee: \$6 for Scouts, \$8 for accompanying adults



Registration is required.

Please call 717.508.5968 or

email [Education@HersheyGardens.org](mailto:Education@HersheyGardens.org).

**Hershey Gardens will be closed for the  
winter December 31 through March 31.**



Celebrating 75 Years

63 West Chocolate Avenue  
Hershey, PA 17033 | 717.298.2200  
MSHersheyFoundation.org

The M.S. Hershey Foundation is a 501(c)(3) non-profit educational and cultural organization.

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# Memberships make great gifts!

This holiday season, consider giving a membership to The Hershey Story, Hershey Gardens or Hershey Theatre Guild.

Call membership specialist Barbara Latz at 717.520.5581 for more information.



**museum  
EXPERIENCE**  
AT THE HERSHEY STORY

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.

# SWEET SAVINGS!

**\$2 off the Museum Experience**



3521

Valid for up to four visitors.  
Not valid with any other discount, previously purchased tickets or special events.  
Expires December 17, 2010.

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HersheyStory.org



## CLASSIC FILM SERIES

Love the classics? Don't miss this season's collection of films at Hershey Theatre!

General admission tickets are just \$7.

Arrive early and enjoy a concert on the historic four-manual Aeolian-Skinner organ 30 minutes prior to most movie presentations.

### Rocky Horror Picture Show (R) Saturday, October 16 at 11:59 p.m.



The ultimate Halloween audience participation film, complete with a couple in love, a spooky castle

and strange Transylvanians. A limited number of audience participation bags will be available for \$5 each. No outside props will be permitted.

### Holiday Inn Sunday, November 21 at 2:00 p.m.

This 1942 holiday film stars Bing Crosby, Fred Astaire and Irving Berlin. Set at an inn which is only open on holidays, a singer and a dancer vie for the affections of a beautiful up-and-coming performer.



### Tootsie (PG) Saturday, January 22 at 7:30 p.m.

In this 1982 hallmark comedy, Dustin Hoffman stars as a struggling actor unable to find work...until he dons a fabulous red sequined dress and becomes "Tootsie."



### Somewhere in Time (PG) Sunday, February 13 at 2:00 p.m.

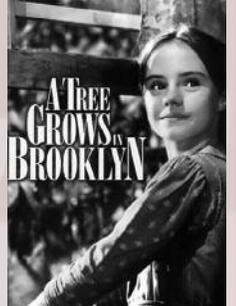
The 1980 classic film stars Christopher Reeve, Jane Seymour, Christopher Plummer and William H.



Macy. In this romantic fantasy, a Chicago playwright uses self-hypnosis to find the actress whose vintage portrait hangs in a grand hotel.

### A Tree Grows in Brooklyn Saturday, March 12 at 7:30 p.m.

Based on the best-selling book, the 1945 film stars Dorothy McGuire, Joan Blondell, Lloyd Nolan, James Gleason, Peggy Ann Garner and James Dunn. Encouraged by her father, a bright and imaginative young woman comes of age in Brooklyn during the early 1900s.



### Saturday Night Fever (PG) Saturday, April 9 at 7:30 p.m.

The iconic 70s film, featuring the sound-track of the decade, stars John Travolta, Karen Lynn Gorney, Paul Pape, Fran Drescher and Donna Pescow. Travolta, who plays a Brooklyn youth



who feels his only chance to get somewhere is as the king of the disco floor, was nominated for a Best Actor in a Leading Role for his landmark role.