

THE LEGACY

NEWS from THE M.S. HERSHEY FOUNDATION | SPRING/SUMMER 2011 | ISSUE 12



Hundreds of Butterflies
Thousands of Smiles

The Butterfly House
Opens Friday, May 27



Flutter by the Butterfly House this summer and be welcomed by 300 butterflies representing 25 varieties. Now in its 14th season, the outdoor house also features nectar plants for food, as well as host plants for egg-laying and caterpillar feeding. Discover the entire lifecycle of the butterfly, including the popular chrysalis box, which holds more than 100 emerging butterflies.



See the beauty of emerging butterflies in the chrysalis box

This year's new kid on the block is the 'Heliconius Erato' or 'Red Postman' butterfly. "It gets the postman moniker from its routine feeding on the same plants every day, similar to a postman delivering the mail to the same houses everyday," said John Fortino, Butterfly House coordinator.

The butterfly has a wing span of over three inches. Its unusual wings are black with a white perpendicular line on the back wings and red chevron markings on the front wings. Its natural habitat spans from Mexico to Brazil, with the largest population residing in Costa Rica. "The colors and flight pattern of this butterfly are really spectacular," Fortino said.

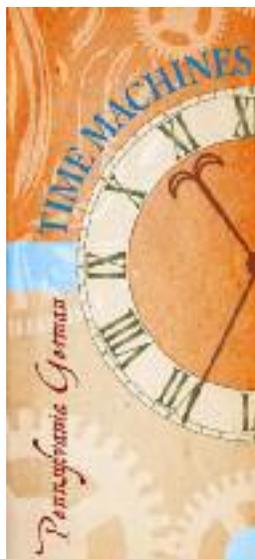
The Butterfly House will be open daily from 9 a.m. to 5 p.m. through September 11. In case of inclement weather, visitors are encouraged to call 717.534.3492 or visit HersheyGardens.org

Current Special Exhibit

Pennsylvania German Time Machines: Milton Hershey's Timeless Gift to our Community

Open free to the public!

Experience a period in Pennsylvania's history when time moved at a slower pace. Small family farms dotted the landscape and German was frequently heard in conversation.



The Hershey Story's newest exhibit explores the lives of local clock-makers such as George and John Hoff, John Conrad Heinselman and Jacob and Christian Eby. Visitors will discover how 18th and 19th century clock movements

work through hands-on activities.

Tall case clocks and watches from the museum's collection will be featured along with other domestic items common in Pennsylvania German homes. Visitors will have the rare opportunity to see a few of the clocks in operation. Open through June 19, 2011.



Chocolate Crossroads:

The history of Chocolate and Cocoa Avenues

This is the first in a series of four articles to appear in The Legacy. Each will highlight one of the four corners at Chocolate and Cocoa Avenues.

Downtown Hershey is currently in the midst of significant change and renovation. The town made national news last summer when The Hershey Company announced that the original chocolate factory at 19 East Chocolate Avenue will cease chocolate production after a new addition to its West Plant is completed in 2012. In January, construction began on a two-year project to straighten the intersection of Chocolate and Cocoa Avenues and build a new bridge over the railroad tracks.

"Milton Hershey's evolving vision for his model community is evident in the changes that took place at this intersection"

"Although Hershey has changed considerably since Milton Hershey's death in 1945, changes to Hershey's landscape were also part of the community during his lifetime," said Pam Whitenack, director of Hershey Community Archives. "This was particularly true for the intersection of Chocolate and Cocoa Avenues."

Chocolate Avenue, Hershey's main street, was the name given to the former Berks and Dauphin County Turnpike, a well-established 19th century road that linked Lebanon and Harrisburg, Pennsylvania. The four corners created by the intersection of Chocolate and Cocoa Avenues formed the town center.



Cocoa House, circa 1918-1924

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GO BEHIND THE SCENES AT THE HERSHEY STORY

New collection storage tours feature rarely-seen artifacts

Ever wonder where the museum stores the thousands of artifacts not on display?

Visitors can now experience the new, state-of-the-art collection storage facility, as well as get a glimpse of some of its unique holdings during a special collection storage tour.

The storage facility holds 25,000 museum objects, consisting of personal items that belonged to Milton and Catherine Hershey, as well as ceramics, glassware, textiles, agricultural tools, maps and records that document Hershey. The facility, which is located inside The Hershey Story, is 4,000-square-feet with a dedicated HVAC system.



Each of the 45-minute tours will feature specific items. Adults (ages 13+) are \$5; Hershey Story members are free. Space is limited, so visitors are encouraged to purchase tickets in advance by calling 717.520.5722.

Saturday, April 23 at 11 a.m.

See items from the Native American collections of the Northwest Coast, including items that were part of daily life, such as baskets, hats, carvings and masks.

Friday, May 27 at 2 p.m.

Cooking and serving implements from the Native American and Pennsylvania German collections will be featured. Learn how culture and daily life influenced food preparation.

Sunday, May 29 at 11 a.m.

World's fairs and exhibitions are the topic of this tour. Learn how these grand events shaped our culture, Hershey history and the museum's permanent collection. Souvenirs from several world's fairs from 1876 to 1964 will be featured.



During tours, visitors can see items such as this Stiegel-type glassware from the late 1700s

Friday, June 24 at 2 p.m.

The tour will focus on the Native American collections of the Southwest United States. See items such as baskets, pottery, kachina dolls and rugs.

Sunday, June 26 at 11 a.m.

Medicine and remedies from the 1800s and 1900s will be featured. View items such as apothecary jars and bottles, medical and dental tools, and documents containing folk remedies and cures.

Chocolate Crossroads: The history of Chocolate and Cocoa Avenues

continued from page 1

"Milton Hershey's evolving vision for his model community is evident in the changes that took place at this intersection," said Whitenack. "He expanded and developed his town in response to the growth of his business and the success and failures of various ideas. Each of the corners has seen numerous changes over the past 100 years."

The Northeast Corner

The first building placed on the northeast corner of Chocolate and Cocoa Avenues was the earliest public building to be erected under the direction of Milton Hershey. The Cocoa House facility housed many of the services and early businesses established to manage the town. Hershey Trust Company, the new Hershey Post Office and a general store occupied the first floor. The second floor provided much-needed boarding rooms for the new community. The Cocoa House quickly emerged as the town's first center for community life.

Many organizations and services first began operating out of the Cocoa House, including the YMCA (future Hershey Men's Club), which was established in 1910. The YMCA operated out of this building for many years and prompted the building's first expansion. In 1911, the building was enlarged with Hershey's first indoor pool and gymnasium. In 1912, the YMCA and the YWCA worked together to establish the Hershey Public Library, which operated out of the Cocoa House during its first year. It soon moved across the street to a larger space in the Hershey Store Company.

Milton Hershey believed in repurposing buildings whenever possible. In 1914, when the Hershey Trust Company moved next door to its new home, the Hershey Post Office moved out of the Fire Company building and into the Cocoa House. This move helped to centralize many of the town's community service operations. In 1915, Hershey opened a centralized employment bureau next to the Post Office. Anyone seeking a job with Hershey applied at this office.

A few years later in 1918, the Cocoa House was enlarged again when a one-story addition was built to enlarge the Hershey Quick Lunch, a cafeteria-style restaurant.

The next significant change to the Cocoa House came in 1933. The Hershey Men's Club moved across the street to the newly-completed Hershey Community Building and the Cocoa House was then remodeled to accommodate the Hershey Women's Club.

commodate the Hershey Women's Club.

By the early 1960s the Women's Club and the Men's Club functions had been replaced by recreational activities provided by the Hershey Community Center in its facility across the street. In 1963, the Cocoa House was razed to make way for a new Hershey Estates office building. The new building's first floor housed the Hershey Drug Store which featured a soda fountain as well as a retail shop.

Hershey Estates offices relocated to 300 Park Boulevard in 1980 and the vacated office space was next used by the pasta division of Hershey Foods Corporation. In 1985, Hershey Community Archives was established and had its first office in the basement of the building. The Hershey Drug Store closed in 1987. Today, the building continues to be occupied by the packaging and sales offices for The Hershey Company.



Hershey Estates Office Building and Hershey Drug Store, circa 1970

Native American Artifact Conservation Results are Dramatic

For more than 70 years, thousands of students and visitors explored the Native American galleries at the former Hershey Museum. The displays were an important part of the museum, but many years of light exposure, as well as temperature and humidity fluctuations, took their toll on the artifacts.

When Hershey Museum closed in 2008, clothing and embellishments were removed from mannequins by a team of conservators. Now, 16 months later, the Native American clothing has returned to The Hershey Story's collection.

"It took the team of conservators almost 900 hours to conduct various cleaning and stabilizing treatments on the clothing, including arsenic testing," said Valerie Seiber, collections manager. "In the early 20th century, arsenic was commonly used as a pesticide and fungicide. Artifacts

treated with this poisonous chemical a

century ago still require special handling. Fortunately, the Native American clothing tested negative for arsenic."

Prior to treatment, many of the glass beads on the bear claw necklaces and bone breastplate showed evidence of "glass disease," an irreversible condition that appears as a cloudy, white layer on the bead. The beads were cleaned with cotton swabs dampened with ethanol, then immersed in a solution to consolidate the glass and keep the beads from crumbling. The treatments were extensive and time-consuming and the results are dramatic. Due to their delicate nature, the necklaces now require storage in a stable environment of 40% relative humidity.

The mix of materials found on the breastplate posed unique challenges. "Amino acids in the leather caused the copper alloy beads to corrode," Seiber said.



Several conservation techniques were used to clean and repair this breastplate



Bear claw necklace before and after treatment

Accretions were mechanically removed from the beads with sharpened wooden sticks and copper alloy beads were polished and coated with an acrylic

resin to reduce further corrosion. Torn buckskin ties were repaired using Gore-Tex® dental floss. Surface dirt was removed from the cow bone beads using swabs dampened with saliva, which is a neutral solvent.

Custom storage boxes and mounts were created using acid-free materials. "These boxes will reduce exposure to ultra-violet light and dust while in storage," Seiber said. Some of the recently-conserved items will be displayed in the new fall 2011 exhibit, which highlights pieces from this collection.

Coming Soon – The Hershey Story's New Special Exhibit

Symbol and Sustenance: Indians and Animals September 22 through November 18, 2011

Milton Hershey established the American Indian Museum in 1933 with assistance from a knowledgeable collector who had first-hand experience with native cultures. This fall, The Hershey Story is proud to re-introduce several items from the Indian artifact collection in "Symbol and Sustenance: Indians and Animals."

"The exhibit focuses on the many ways animals have helped the Indians survive and how animal images are reflected in everyday objects," said Lois Miklas, public programs manager. "The environments of different parts of North America are represented by stunning examples of craftsmanship and ingenuity, including deerskin moccasins from the Eastern Woodlands, a

bird-shaped buffalo horn ladle from the Great Plains and an intricately-stitched sealskin kayak from the Arctic.

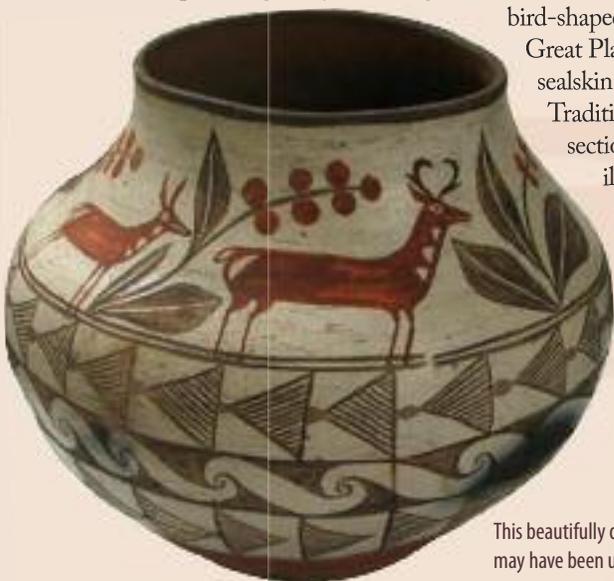
Traditional stories accompany each section of the exhibit and

illustrate native people's belief that animals and humans are closely related and once shared the earth as equals."

The exhibit will be free to the public. It will be located in the Special Exhibit Gallery off the Grand Lobby.



This carved wooden hat displays a killer whale family crest, circa 1880



This beautifully decorated pot from the Southwest may have been used in ceremonies

Save the Date!

Hershey Story Member Preview

Symbol and Sustenance: Indians and Animals

Wednesday, September 21, 2011

Look for your invitation in the mail.

Milton Hershey Approves “Loan” for Local Boy Scouts’ Trip

Archives’ oral history shows Milton Hershey’s generosity and work ethic

The Boy Scouts of America was established in 1910. In 1912, Hershey formed its first troop. Throughout his life, Milton Hershey took an active interest in scouting. In a 1990 oral history interview, Hershey resident and former Scout Dick Bacastow recalled how Mr. Hershey made it possible for the Scouts to attend the first national “Jamboree.”

One particular time, it was in 1937, the National Boy Scout Jamboree was scheduled to be held in Washington, D.C. We had a very active Boy Scout troop sponsored by the Lutheran Church. I was around 14 or 15. We were having a meeting one night. In those days, we were talking about the Depression Era. We said, “Gee, how can we get 50 bucks to go to the Boy Scout Jamboree?” Fifty dollars was a large amount in those days.

“I can still see him [M. S. Hershey] seated in a chair at a card table.”

The whole patrol, I think there were 10 of us, marched over to see Mr. Ezra Hershey, who was treasurer of the chocolate corporation, and asked if we could talk to Mr. Hershey about providing a loan for us to go to the National Jamboree in Washington. He said, “Oh, I think that can be arranged.”

A week or so later, we were notified we were supposed to go over to High Point, the mansion, and meet Mr. Hershey. I can still see him [M. S. Hershey] seated in a chair at a card table. As we came in, we had some trepidation as youngsters, but not to the point where we were scared—it was more respect than trepidation. We lined up and he asked what he could do for us. We said, “We thought it would be nice to go to the first



“One thing I’ll ask, that you be willing to work off the loan. If you’re willing to do that, I’ll give you the money.”

National Boy Scout Jamboree held in the United States.” We said we didn’t have the funds to go. “Could we arrange a loan?”

He looked at us and said, “Let me see, your dad works here, and you’re John, and you’re Harry. I know your dad.” He knew every one of us. He said, “Well, I think we can arrange that. You make your plans and we’ll see the funds are forthcoming.” But he said, “One thing I’ll ask, that you be willing to work off the loan. I’ll arrange that you can do something, work in the truck patches or pick berries or something like that. If you’re willing to do that, I’ll give you the money.”

Fine. So we went to the National Jamboree and went in real style and came back, and sure enough, the first week we were back, we were contacted by James Bobb. Jim Bobb, who was then with the Milton Hershey School and later became president of HERCO, which was the Hershey Estates in those days. His job was to see that these youngsters got out there and worked.

Well, we went out and we were picking berries. The Boy Scout Jamboree was held somewhere between June 27 and July 8. When we came back to Hershey, we were assigned to report to the fruit orchard. We picked peaches and we picked raspberries. We’d report at 7:30 in the morning and work ‘til about 3:00. It was great! Good discipline! An interesting note, Mr. Hershey would drive by the orchard occasionally to see if these kids were working or were they playing.

After about three or four weeks of this effort, the message came to us, stating that “Mr. Hershey wanted to see that you were willing to repay the loan. It’s now cancelled. Enjoy your summer vacation.” An interesting work ethic lesson!

The Hershey Story Introduces New Scouting Programs

Scouting for History

Explore the Museum Experience with a scavenger hunt designed especially for Scouts. Designed as an indoor walking tour of historical buildings, the hunt also stresses Milton Hershey’s example as an entrepreneur and philanthropist. “Scouting for History” is available to Scout groups or individuals at any time and is free with Museum Experience admission. Participation satisfies a requirement for each of the following achievements:

- Cub Scout – Collecting Belt Loop
- Brownie Scout – Listening to the Past “Try It”
- Junior Girl Scout – Folk Arts and Local Lore Badges



The Science of Chocolate

Chocolate Lab staff will help Scouts discover the chemistry behind their favorite chocolate bars. Scouts will learn the scientific method and why it is used, then create their own milk chocolate bars to take home. Pre-registration is required for this special Lab class. It is offered to Scout groups of 10 or more on weekday afternoons and satisfies a requirement for each of the following achievements:

- Cub Scout – Science Belt Loop
- Junior Girl Scout – Science Discovery Badge

For rates and registration, please contact Sharon Smith at 717.520.5722 or sasmith@hersheystory.org.

New! Don’t miss the new Hershey Story and Chocolate Lab patches in the Museum Shop.

The Hershey Story Welcomes Military Families

The Hershey Story is proud to participate in “Blue Star Museums,” a program that offers free admission to participating museums for all active duty military personnel and their families from Memorial Day through Labor Day. At The Hershey Story, active military personnel and their immediate families (up to six) will receive free admission to the Museum Experience.

“This is our second year of participation,” said Amy Bischof, director. “Last summer more than 1,100 guests visited as part of this program. What a great opportunity to show our gratitude for the enormous sacrifices made by military personnel and their families every day.”

Blue Star Museums is an initiative of the National Endowment for the Arts and Blue Star Families, an organization which supports military families and increases awareness of the unique challenges of military life.

Visit bluestarmuseums.org for more information and a list of accepted identification cards.



Celebrate Spring in The Chocolate Lab



This spring and summer, visitors to The Hershey Story will be greeted with some difficult decisions. Make a chocolate bunny or chocolate tulip? Make an ancient chocolate artifact or build your own bar? Regardless, your choice will result in delicious fun!

New! Ancient Chocolate Arti-"facts"

Mold your own edible milk chocolate "artifact" to take home and learn how ancient Central and South American civilizations honored chocolate in its most primitive form. Plus, learn how chocolate is grown and processed today.

New! Hoppin' Chocolate Bunnies

Mold and decorate your own chocolate bunny using milk and white chocolate. Learn where chocolate comes from, as well as the ingredients and processes involved in making your favorite kinds of chocolate.

Build a Bar

Follow in Milton Hershey's footsteps as you design your own candy bar. Discover the business behind the product as you choose ingredients to add based on flavor, appearance and preference.

Chocolate by Design

What makes dark chocolate dark and white chocolate white? This class will answer those questions and give you a rare look at a real cocoa pod, cocoa beans and raw chocolate nibs. Then, create your own "abstract art" using three types of chocolate.



Planet Chocolate

Learn some delicious geography by finding out more about the many places around the globe where cocoa beans are grown. You will be guided to recognize differences in cocoa beans' appearance and taste and make your own unique bar to take home.



Tempting Chocolate Tulips

Welcome spring by creating your own edible tulip from white and milk chocolate. Learn where chocolate comes from as well as the ingredients and processes involved in making your favorite kinds of chocolate.



Yankee Doodle Chocolate Bars

Mold an edible milk chocolate bar and decorate it with chocolate to look like the American flag. Finish your masterpiece with a splash of star-shaped candy sprinkles as you find out where and how cocoa beans are grown and processed into your favorite chocolate confections.

New! S'mores Galore

Have some summer fun as you make your own sweet version of this classic favorite. Learn the origins of this historic confection and how chocolate goes from tree... to campfire!

Chocolate Lab classes are 45 minutes and suitable for children ages 4 and older. Visit HersheyStory.org for a full calendar of events.

MAYA Chocolate ADVENTURE



New! Coming July 2011

Delve into chocolate's ancient past with exotic challenges designed especially for kids. Picture yourself in the rainforest where cacao grows, have a close encounter with cocoa beans and unlock the secrets of Maya hieroglyphs. Successful adventurers will receive a delicious reward. Check HersheyStory.org or follow us on Facebook as details unfold!



Easter Basket Bonanza

Saturdays and Sundays, April 9-10, 16-17 and Friday, April 22 - Monday, April 25 11 a.m. to 4 p.m.



Kids can create and decorate a mini Easter basket, then follow the chocolate trail through the Museum Experience to hunt for fun morsels of Hershey history. Complete the hunt with a sweet reward of Hershey's chocolate! Free with Museum Experience admission. Chocolate courtesy of The Hershey Company.

Free admission to the Museum Experience for Moms on Mother's Day and Dads on Father's Day!



That's right! Just bring mom and dad to The Hershey Story on their special day. It's on us!

Save the Date!

Second annual Cultural Expressions

An elegant progressive dinner at three historic settings

Saturday, October 1
6:00 – 9:30 p.m.

Last year's event was a sell-out, so get your tickets early! Please call 717.298.2203 for more information.

HERSHEY THEATRE

The 2011-12 Broadway Series is Better Than Ever

A Christmas Story: The Musical!
November 8 to 13, 2011

Opening its national tour in Hershey, America's #1 Christmas movie comes to life on stage as a hilarious holiday musical. *A Christmas Story, The Musical!* chronicles young and bespectacled Ralphie Parker as he schemes his way towards the holiday gift of his dreams — a Red Ryder Action Air Rifle BB Gun ("You'll shoot your eye out kid!"). A kooky leg lamp, outrageous pink bunny pajamas, a maniacal department store Santa, and a double-dog-dare to lick a freezing flagpole are just a few of the distractions that stand between young Ralphie and his Christmas wish. It's a perennial holiday classic that will entertain the whole family.



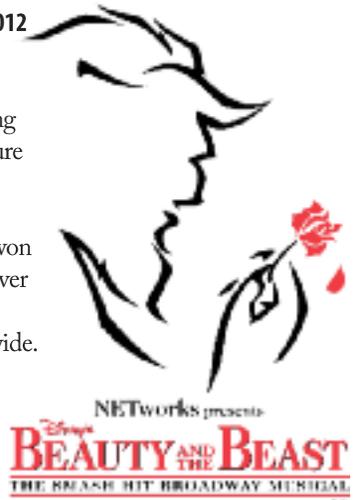
Memphis
April 10 to 15, 2012



Turn up that dial! From the underground dance clubs of 1950s Memphis, Tennessee, comes a hot new Broadway musical that bursts off the stage with explosive dancing, irresistible songs and a thrilling tale of fame and forbidden love. Inspired by actual events, *Memphis* is about a white radio DJ who wants to change the world and a black club singer who is ready for her big break. Winner of four 2010 Tony Awards® including Best Musical. Get ready to experience Broadway's most exciting new destination~ what AP calls "the very essence of what a Broadway musical should be."

Beauty and the Beast
July 24 to 29, 2012

Based on the Academy Award-winning animated feature film, this eye-popping spectacle has won the hearts of over 35 million people worldwide. This classic musical love story is filled with unforgettable characters, lavish sets and costumes, and dazzling production numbers including "Be Our Guest." Experience the romance and enchantment of *Disney's Beauty and the Beast*.

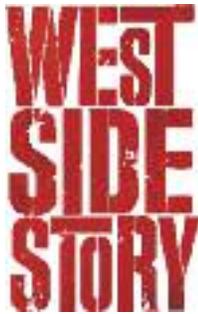


Shrek The Musical
December 27, 2011 to January 1, 2012

Based on the Oscar®-winning DreamWorks film that started it all, *Shrek The Musical* is part romance, part twisted fairy tale and all irreverent fun for everyone!

West Side Story
March 20 to 25, 2012

More than 50 years ago one musical changed theater forever. Now it's back, and mesmerizing audiences once again. From the first note to the final breath, *West Side Story* soars as the greatest love story of all time. The new Broadway cast album of *West Side Story* won the 2010 Grammy Award for Best Musical Show Album.



Mamma Mia!
June 26 to July 1, 2012

Mamma Mia! is the ultimate feel-good show that has audiences coming back again and again to relive the thrill. Now it's your turn to have the time of your life at this smash-hit musical that features ABBA's greatest hits. Whether it's your first visit or your fourteenth, see the show that has the whole world coming back for more, because every time feels like the first time at *Mamma Mia!*



**Get that Broadway Feeling...
Become a Subscriber!**

There's no better way to enjoy the Broadway Series than becoming a Hershey Theatre Broadway Series Subscriber! A subscription package comes with many benefits, including the best prices on tickets, no processing fees, exchange privileges - and the best seats in the house!

This year's four-show subscription package includes a ticket to *A Christmas Story, The Musical!*, *West Side Story* and *Memphis*. Plus, select one or more shows from *Shrek the Musical*, *Mamma Mia!* and *Beauty and the Beast*.

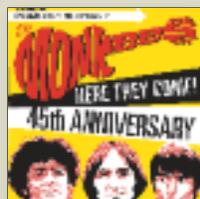
For tickets, please call the Hershey Theatre Box Office at 717.534.3405 or visit HersheyTheatre.com.

MORE UPCOMING SHOWS



HAIR
April 12 - 17

Imagination Movers
Sunday, May 15



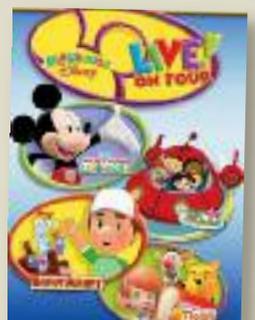
**The Monkees
Farewell Tour**
Monday, June 20

Cathy Rigby is
Peter Pan
August 24 - 28



**Jim Brickman
Holiday Show**
Thursday, December 1

Disney Live!
Friday, December 2



Hershey Theatre Apollo Awards Program Continues to Thrive

See it Live at Hershey Theatre on Sunday, May 22 at 7 p.m.

Growing pains feel great for the Hershey Theatre Apollo Awards! Now in its third year, the awards program continues to grow in exciting ways. The scholarship program, which recognizes excellence in local high school theater productions, has expanded in both size and scope.

New for 2010-11, high schools in Perry County were invited to participate and join Cumberland, Dauphin and Lebanon counties in addition to Elizabethtown Area High School.



Cris Ramirez, Milton Hershey School

Students from 20 area high schools will participate in the live show on May 22, growing from 15 high schools during the inaugural year.

Scholarship opportunities for these talented youth continue to develop along with the pro-



gram. All nominees receive a monetary award, recognizing their achievement and are eligible for

a variety of private scholarships, including a \$40,000 scholarship from Dickinson College and the Ausprich Endowment for the Arts award through the Pennsylvania State System of Higher Education.

Students awarded "Outstanding Lead Actor in a Musical" and "Outstanding Lead Actress in a Musical" will travel to New York University in June to compete in the National High School Musical Theater

Awards program and have the exhilarating chance to perform on a Broadway stage.

Dennis Owens, abc27 news anchor, will return as master of ceremonies for a thrilling evening of live musical and dramatic performances by nominated students and casts. Broadway and television performers with Central Pennsylvania roots and 2010 award recipients will present this year's awards.

Tickets start at just \$10 and are selling quickly! To purchase tickets, call the Hershey Theatre Box Office at 717.534.3405.



Celia Morrison, Susquehanna Township High School

Theater Lingo Do you Know What it Means?

If you hang around Hershey Theatre – or any theater – you're likely to hear a language all its own. Study the phrases below to enrich your experience at Hershey Theatre – or simply impress your friends!

Cattle Call – An open audition where hundreds of actors show up to get a five-minute audition.

Money Note – The strongest note in an actor's singing range. When you audition, you want to make sure you show off your money note.

Gypsy – A chorus performer who moves from show to show, or from town to town on tour. Before being called gypsies, chorus dancers on Broadway were called "ponies."

The Road – Everything outside of New York City. When a show tours, you "take it on the road."

Call – The time an actor is required to be in the theater before a show. Usually the call is half an hour before curtain time.

Cues – OK, this is an easy one. If you're an actor, your cue is the line that comes before yours. To "pick up the cues" means to shorten the space between lines and quicken the pace of a scene.

Gone Up – If you forget your lines, you've "gone up."

Ad Lib – And if you go up, chances are someone else will ad lib – improvise lines – until you remember what it is you are supposed to say. That's acceptable...but it's frowned upon if you consistently ad lib, making your cast mates find a way to get back to the script!

Shtick – A sure-fire piece of "business" (stage action) that gets a laugh. In contemporary circles, Nathan Lane is always good for some serious shtick.



Take – An exaggerated reaction to a comic line. Sometimes it's big enough to be a "double take." You might do a take to the audience – look out at the audience and maybe lift an eyebrow.

Mugging – Making faces and over-exaggerating lines, trying too hard to get a laugh.

Dark – On nights when there is no performance in a theater, it is "dark." Broadway shows usually have only one "dark" day a week.

Break a Leg – One of the most-used phrases, actors (a notoriously superstitious bunch) say this to each other when they mean "good luck" on the idea that whatever you say, the opposite will happen. You never wish an actor good luck – unless you want them to break a leg! Historically, the term refers to the bending of your knee when receiving ovations from the audience.

– Courtesy of Camp Broadway

SPRING AND SUMMER FORECAST: SPECTACULAR COLOR!

Designed to offer beauty in every season, you'll always find something new at Hershey Gardens

Bring on Spring!

With the succession of flowering cherries, magnolia and crabapple trees, springtime's "grand opening" begins in April. "We'll be featuring lots of daffodils, fragrant hyacinth and other early spring flowers," said Barbara Whitcraft, horticulture specialist. "Visitors will find something new every week."



"One of my favorite early spring bloomers are the many cultivars of the Lenten Rose, *Helleborus*. These deer-resistant, semi-evergreen perennials feature blooms in March that can last through May. Plus, their leather-like foliage looks great in the garden through the winter," said Whitcraft.

Tulip-palooza!

Perhaps the most dramatic welcome to spring is Hershey Gardens' vast array of tulips. This year's display will be featured in two locations. "The Square Garden will have 30,000 early and mid-season cultivars and the Fan Garden will hold another 15,000 late bloomers," said Whitcraft.

New tulip cultivars are added every year. This year's gorgeous new varieties are all late bloomers:

- 'Carnaval de Nice,' a double white flower with red stripes
- 'Cordell Hull,' a single tulip with red and white feathering
- 'Good Looking,' a single red tulip with white edges
- 'Portofino,' a single white tulip with touches of red
- 'Starfighter,' a red tulip with white fringes.

A Rose is a Rose

Whether you're a rose enthusiast or simply enjoy their beauty and fragrance, you'll be dazzled by Hershey Gardens' 5,600 roses representing 275 varieties. The historic Rose Garden is always the highlight of Hershey Gardens in early to mid June. "Visitors appreciate its history



'Dick Clark' Grandiflora rose



Tulips bloom mid-April through early May

as much as its beauty," said Whitcraft. Look for the new All-America Rose Selection 2011 winner, 'Dick Clark.' "It is a fragrant Grandiflora rose that is cream and cherry-blushed with burgundy and finishes as a dark red," said Whitcraft. Also look for the 2012 winner, which will be announced in June.

The Burst of Summer Color

The seasonal display garden will be a sea of color in July, featuring dozens of varieties of blooming annual flowers. The Square Garden will highlight "cool" shades of blue, purple, pink and silver, while the Fan Garden will be a rainbow of color. "We planted some great perennials and shrubs to add texture and height to the displays," notes Whitcraft.



See thousands of roses in bloom, beginning in June

Kids, Become an Adventurer!

Your mission? Fun!

THE GREAT GARDEN ADVENTURE

The Great Garden Adventure is back! Young visitors will love exploring The Children's Garden using this interactive guide filled with fun and challenging clues. Simply solve the garden "mysteries," then select a sturdy, child-sized gardening tool as your reward!

Last summer, more than 2,000 kids successfully completed their "mission," so bring your sense of adventure and join the fun!

Great Garden Adventures can be purchased at the S.H.E.D. (Summer Hub of Exploration & Discovery) or at the admissions window. \$9.95 per guide; \$5.95 for members.



Program Sponsor

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

Easter Sunrise Service



Sunday, April 24 at 6 a.m.

A Hershey Gardens tradition, the community is invited to join the Hershey Ministerium for this non-denominational Christian service. No admission fee prior to 9 a.m.

"For the Birds" Birdhouse exhibit

Sunday, May 1 through Sunday, September 25

This eclectic display of handcrafted birdhouses will delight visitors of all ages.

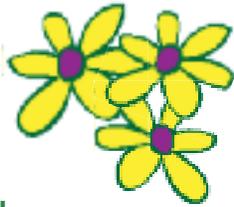
Squawk about your favorite by casting your vote for the "People's Choice" winner.



Mother's Day

Sunday, May 8 from 9 a.m. to 5 p.m.

Moms admitted free!



The Butterfly House opens for the season

Friday, May 27 at 9 a.m.

The Butterfly House will be open daily from 9 a.m. to 5 p.m. through Sunday, September 11.



A Whimsical Day of Fairies & Flowers

Saturday, June 18 from 1 to 4 p.m.

A magical way to spend the day! Children are encouraged to come dressed in their favorite fairy costume and enjoy searching for fairy doors that reveal the many fairies that make Hershey Gardens their home. Children will make fairy crafts, place wishes on the Wishing Bush and meet Hershey Gardens' own Rose Fairy. \$8 per child, plus regular admission rates. Tickets are limited. Pre-registration is required.



Father's Day

Sunday, June 19 from 9 a.m. to 7 p.m.

Dads admitted free!



A Star-Spangled Picnic

Monday, July 4 from 6:30 to 8:30 p.m.

Join us for an all-American cookout! Enjoy private access to the Gardens, a catered picnic, family entertainment and parking privileges. An exclusive fireworks viewing area will be reserved outside the Gardens for picnic guests. Hershey Gardens will close to the public at 5 p.m. for this event. In case of inclement weather, the picnic will move to the rain date designated for the fireworks. \$27 for adults (\$20 for members), \$15 for juniors (\$14 for members). Pre-registration is required.



Butterfly Festival

Saturday, July 16 from 10 a.m. to 12:30 p.m.

Join us to learn about butterflies and their fascinating lifecycle, as well as participate in butterfly crafts and games. Activities included in admission.



Ugh! It's Bugs!

Saturday, July 23 from 10 a.m. to 1 p.m.

New! Wear your digging duds and explore the secret world of bugs as Hershey Gardens goes under (and above!) ground to reveal our creepy, crawly residents. Kids will go buggy as they dig for worms, build a bug box, see some unique, exotic bugs from ZooAmerica and more! \$8 per child, plus regular admission rates. Tickets are limited. Pre-registration is required.



Member Reception

Thursday, July 21 from 6 to 7:30 p.m.

Look for your invitation in the mail.



Gardenfest

Sunday, September 11 from 9 a.m. to 5 p.m.

Free admission!

Cultivate the Garden Within: Pilates

Tuesdays, May 3 through June 7 from 5:30 to 6:30 p.m.

NEW!

In case of inclement weather, a make-up class will be held Tuesday, June 14.

Exercise in a whole new light ... sunlight! Experience the serenity and tranquility of Hershey Gardens while cultivating the body, mind and spirit with certified instructor Sally Kurtz.

Please bring a thick Pilates mat. Six-week session fee: \$60 (\$54 for members) Pre-registered participants may enter the Gardens after 4:30 p.m. Drop-in fee: \$12. Pre-registration is encouraged. Class size is limited. For more information or to register, please call 717.508.5972 or email educationprograms@hersheygardens.org.

Guests may pre-register for ticketed events at HersheyGardens.org or by calling 717.508.5970.

The Biergarten

Sunday, May 1 from 1 to 4 p.m.



Enjoy selections from regional microbreweries, live music, a "cooking with beer" demonstration, and learn how to brew your own homebrew among 30,000 blooming tulips. Admission is \$40. Pre-purchase a "Beer Barrel" snack basket for two for \$15. Additional concessions will be available for purchase. Must be 21 or older to attend. Please note that Hershey Gardens will close at noon for this event. \$15 designated driver tickets are available. A rain or shine event.



A Day of Wines & Roses

Saturday, June 11 from 4 to 8 p.m.

More than 5,600 blooming roses will set the stage for this popular festival. Enjoy some of Pennsylvania's best wines and taste foods from local eateries as you enjoy live music and a "cooking with wine" demonstration. Admission is \$40 in advance, \$45 after June 5. To make your day complete, pre-order a picnic tote with a delicious array of bread, cheese and fruit for \$27 (for two) or \$33 (for four). Totes must be ordered by June 6. Must be 21 or older to attend. Please note that Hershey Gardens will close at 3 p.m. for this event. A rain or shine event.

Tickets on sale now at HersheyGardens.org or by calling 717.508.5970.

CONTINUING THE LEGACY:

The Hershey Story Introduces New Scholarship Fund

Many children experience museums for the first time while on a school field trip. The sense of wonder and connection to the past that a museum provides can't be taught in a classroom. These trips can inspire kids to become life-long museum lovers who enjoy learning.

Unfortunately, many schools have been forced to cut back or even eliminate field trips. The result is that many students never have the opportunity to experience the artifacts, personal stories and hands-on activities that museums offer.



"We hope this program will make a field trip within every school's reach."



With this in mind, The Hershey Story is pleased to announce a new scholarship program called Share the Story.

The new program will subsidize the cost of field trip admission to the Museum Experience and Chocolate Lab for schools who meet the eligibility requirements. Schools with 75% or more students who qualify for free or reduced-price lunches as part of the National School Lunch Program are eligible to participate.

"Qualifying schools can apply for a \$4-per-student stipend to subsidize the cost of the school program they select," said Beth Hiner, school programs supervisor. "Schools can then visit for as little as \$2 per student."

Schools may apply by submitting a simple online application at HersheyStory.org. Applications are still being accepted.

"We hope this program will make a field trip within every school's reach," said Hiner.

Qualifying schools may visit The Hershey Story from September 2011 through March 2012. Funds will be distributed on a first-come, first-served basis. Approximately \$11,000 is available.



Ambassador Barbara Barrett to Speak at Annual Breakfast Event

International business and aviation attorney has unique Hershey connection

The Hershey Story is thrilled to announce Ambassador Barbara Barrett as this year's featured speaker for the annual Business Partners in Education event.

Ambassador Barrett was appointed to the boards of Hershey Trust Company and Milton Hershey School in 2010. She also serves on the boards of RAND Corporation, Smithsonian Institution and The Aerospace Corporation. She has served as U.S. Ambassador to Finland, CEO of the American Management Association, president of the International Women's Forum and a lecturer on leadership at Harvard University. She is a trained astronaut and instrument-rated pilot. Currently, the Ambassador serves as CEO of Triple Creek Guest Ranch in Montana.

Barrett's impressive achievements are the result of a great deal of hard work and incredible determination. Following the untimely death of her father when she was just 13 years old, she was instrumental in enrolling her younger brothers at Milton Hershey School. Barrett has devoted much of her life to public service and assisting young people through her work with the Horatio Alger Association.

"In my family, the Milton Hershey School was a light during a tough time," Barrett said. "I am privileged to have come full circle to serve on the Board of Managers of the Milton



Ambassador Barbara Barrett stands beside the F/A-18 Hornet jet

Hershey School and help meet the needs of this generation's underprivileged children."

Awards will also be presented at the breakfast to the winners of The Hershey Story's History Contest for Young Writers. The annual contest provides 5th through 8th grade students the opportunity to be publicly recognized for exceptional historical essays in the areas of fiction, non-fiction, poetry and science/health.

Join Us!

The Hershey Story's Business Partners in Education Annual Breakfast

Friday, May 20, 7 to 9 a.m.
Hershey Lodge and Convention Center

Tickets still available by calling 717.520.5581
Proceeds benefit youth education programs at The Hershey Story

Sponsor of The Business Partners in Education Annual Breakfast



Sponsors of The Hershey Story's History Contest for Young Writers



The Patriot-News



HAPPY BIRTHDAY, MR. HERSHEY!

On September 13, 1857, Milton Hershey was born in a local farmhouse and went on to create a model town and the world's largest chocolate factory. In September, The M.S. Hershey Foundation offers Hershey residents and guests several opportunities to commemorate our town's founder.



Tuesday, September 13

The Hershey Story, 9 a.m. to 5:30 p.m.

Come by for a cupcake, courtesy of Milton Hershey School, and explore Hershey history with \$2 off Museum Experience admission. Sign a giant-sized birthday card and write what Milton Hershey's legacy means to you.

Saturday, September 10

The Hershey Story, 1 p.m. to 2 p.m.

The ever-popular Mr. Music will lead kids and their families in a rollicking celebration of all things Hershey. Join in the fun and sing "Happy Birthday" to Mr. Hershey. Plus, each weekend in



September, you can design your own wrapper and receive a classic Hershey's Milk Chocolate Bar, one of Milton Hershey's first chocolate products. Hershey bars courtesy of The Hershey Company.



Hershey Theatre, Noon

Relish the sounds of the Theatre's renowned Aeolian-Skinner organ as Dan Umholtz plays music from the era of Milton Hershey. Savor a Hershey's Milk Chocolate Bar, courtesy of The Hershey Company.

Hershey Gardens, 9 a.m. to 5:30 p.m.

Enjoy the Gardens at its late-summer peak with \$2 off all admissions and complimentary chocolate bars, courtesy of The Hershey Company.



Join our Team! Volunteer Opportunities at The Hershey Story and Hershey Gardens

Volunteers are a vital part of The M.S. Hershey Foundation. Many of them have introduced a child to history, nature or live theater. Others have helped beautify Hershey Gardens, ushered a show at Hershey Theatre or proudly answered questions about our community's rich history at The Hershey Story.

As a volunteer, you'll make new friends as you give back to your community. For many, it's a great way to explore career and personal interests,

as well as develop job skills – and have fun doing it!

"We are so appreciative of our volunteers," said Debbie DiNunzio, volunteer coordinator. "2010 was a record-setting year for volunteer hours, but we are still in need of more help."

The Hershey Story and Hershey Gardens are both currently seeking volunteers to serve in several capacities.



The museum's curatorial department is looking for a volunteer who enjoys sewing. "We'd like to create dust covers to preserve the delicate items in our historic clothing collection," said Valerie Seiber, collections manager. "We will provide the patterns and materials. Plus, most of the sewing can be done at home."



Do you enjoy working with children? Do you have a love of history and learning? If so, consider becoming a Hershey Story docent for just a few hours per week.

"We're in need of docents who enjoy working with children," said Beth Hiner, school programs supervisor. "We ask them to assist with

school groups in the museum or provide walk-up lessons at the Chocolate Lab cart. We also have docent opportunities in the Chocolate Lab, where they can help students use chocolate to learn about history, geography, economics and science."

"They can choose to be an assistant or, with additional training, docents can become instructors in the Lab," noted Hiner.

Beginning this fall, new school programs will be added to accompany special exhibits. These programs will change throughout the year and will highlight artifacts from the Pennsylvania German and Native American collections.



Hershey Gardens has several volunteer opportunities available. For those who enjoy some "hands-on" activity, volunteers are needed for general gardening duties including cutting back roses, mulching, planting and weeding.

If the Butterfly House makes your heart "flutter," consider becoming a "flight attendant."

The outdoor environment offers volunteers a beautiful place to interact with visitors of all ages for just two to three hours at a time.

The Gardens education department is also looking for docents to teach preschool through fifth grades. "This year, we'll be focusing on topics such as plants, birds - and even math," said Amy Cober, youth education supervisor. "You don't need to be a certified teacher to volunteer. You just need to enjoy children!"

This summer, teens ages 13 and older are also needed to assist with Discovery Stations. These interactive stations are set up in The Children's Garden to help young visitors explore and learn about the natural world around them. "They will complete a training course and then spend a few hours each week sharing their knowledge with visitors," said Barbara Jaeger, education coordinator.





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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Join The Hershey Story on Facebook!



Be the first to receive the latest news, trivia, announcements and specials.

New!

Buy Hershey Story Tickets Online and Save!

Guests visiting from out of town? Bring them to The Hershey Story! Purchase tickets for the Museum Experience online and save \$1 per ticket, with no service charge. Apprentice Guide vouchers are also available for the kids.

HERSHEY THEATRE

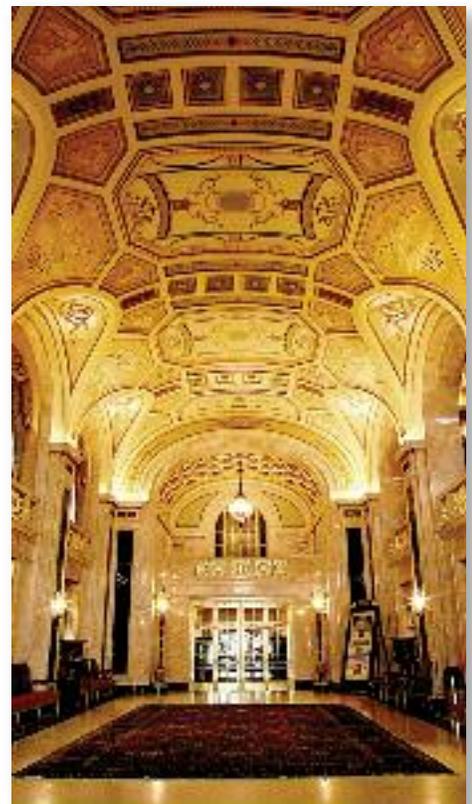
Spotlight tour

Experience the tour that takes you behind the scenes of "The Most Impressive Theater in Pennsylvania." From balcony to basement, Hershey Theatre has undergone a three-year, three-million dollar dazzling restoration - bringing it back to the opulence of opening night in 1933. Learn the details of this historic project and the inside story of Milton Hershey's Entertainment Showplace.

**Tours are Fridays at 11 a.m.
Sundays at 1 p.m. (Memorial Day through Labor Day)**

**Adults: \$7; Juniors (3-12): \$5.50
For more information call 717.533.6299.**

Private Group (10 or more) tours available by appointment



Join us for "Garden Chats" at New Community Garden

A new community garden is being created this spring by Ames True Temper at their Camp Hill headquarters, where Hershey Gardens staff will offer a monthly "garden chat." These free chats will be open to the public and will end with an informal "question and answer" session.

This community garden will offer free space to anyone who would like to grow their own garden. "Our goal is to grow the love of gardening by preparing a place in our community where anyone can have a garden," said Pete Brenneman, director of marketing services. "We also want to supply these gardeners with information on relevant horticultural topics."

The plots, of varying sizes, will be suitable for everyone from groups to individuals. Gardening tools will be provided in a storage shed, as well as water and hose access.



"Garden Chats" with Hershey Gardens

Saturday, May 14 at 9 a.m. - Organic Spraying and Fertilizer

Saturday, June 11 at 9 a.m. - Staking your Plants

Saturday, July 9 at 9 a.m. - Pest Patrol

Saturday, August 13 at 9 a.m. - Cool Season Crops

Saturday, September 10 at 9 a.m. - Composting and Soil Amending

Ames True Temper Community Garden
465 Railroad Avenue, Camp Hill

To learn more about the community garden, please contact Francesca Mc Nichol from the Penn-Central Garden Club at 717.795.9585 or iimagine27@aol.com.

A Salute to an American Hero

Hershey Theatre hosts memorial service for Major Dick Winters

On January 2, an American hero quietly left us. Major Dick Winters was internationally known for his acts of heroism in World War II, which were chronicled in Stephen Ambrose's book and the HBO mini-series "Band of Brothers." Winters also wrote "Beyond Band of Brothers" with Cole Kingseed.



In March, Hershey Theatre hosted a memorial service for Major Winters, an event that quickly became a reunion for the remnant of the Band of Brothers from Easy Company. Although many of them are in their late 80s and early 90s, they made the trip - some cross-country - to say goodbye to their leader.

"Dick loved Hershey Theatre," said his wife Ethel Winters. "It was a place he was particularly fond of all his life. We often went to the old-time movies and other shows there."

The M.S. Hershey Foundation joins all Americans to say thank you to Major Winters and Easy Company, as well as all of today's military who continue to fight with honor and valor.