

A Living Legacy

Discover the many ways in which Milton and Catherine Hershey shared their fortune.



In what year was The M.S. Hershey Foundation established?

List at least two of the businesses operated by The Foundation:

Mr. Hershey challenges us to help c_____,
serve our c_____, contribute to c_____,
and/or support e_____.

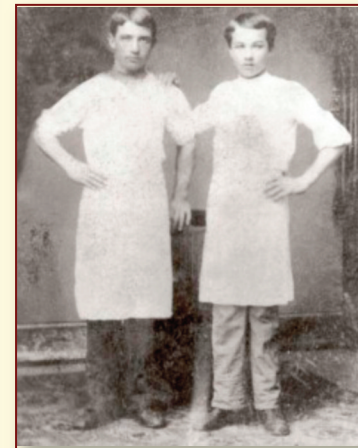
Which of these would you choose to do and why?



Failures to Fortunes

Find out how Milton Hershey failed several times before he finally succeeded.

Try and

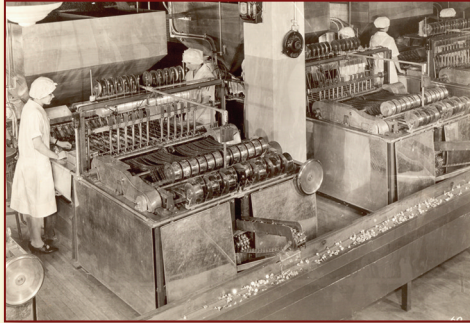


Milton Hershey apprenticed twice as a teenager. Which experience prepared him best for his future endeavors?

Name the company he began in Lancaster, PA in 1886 and later sold for \$1,000,000:

Sweet Innovations

See how both Mr. Hershey and his factory workers were innovative, creating unique machines and tools.



Activate the Kiss wrapping machine. Before its introduction, Hershey's Kisses were hand-wrapped from _____ until _____.

Watch the video in Innovations Theatre. What step in chocolate manufacturing produces a stable and glossy product?

Power of Promotion

Mr. Hershey was full of good ideas. See how he used giveaways, holiday packaging, and the town of Hershey to promote his products!

When did the Hershey Chocolate Corporation launch its first mass media campaign?



Name one of the heat resistant chocolate bars made for soldiers serving in hot climates:

Promotional inserts were placed inside packaging from 1909 to 1918. What were those inserts called?

Hershey Builds Hershey

Mr. Hershey wanted his workers to have a pleasant town in which to live and work.

List at least three key resources present in Derry Church that prompted Mr. Hershey to build his town here:



Why did Milton and Catherine travel a lot between 1910 and 1915?



Name one of the recreational places Mr. Hershey established for the community:



When did the Hersheys found the Hershey Industrial School for orphan boys?
