



For Immediate Release
November 1, 2009

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Rising Pop Rock Music Stars Honor Society and Cherry Poppin' Daddies Bands to Headline Hershey's New Year's Eve Celebration

(HERSHEY) – Community organizers of the fifth annual New Year's Eve in Hershey today announced that two bands, Honor Society and Cherry Poppin' Daddies, will take center stage for what promises to be high energy performances.

"We are gearing up to give a big Chocolatetown welcome to two well-known groups that will definitely be the highlight of the evening" said event chairman Mike Pries. "We are sure both bands will draw huge crowds."

Honor Society, a four man band that got their start playing at house parties in the New Jersey suburbs, will get the party started at 9 p.m. and perform until 10:20. They are currently touring the country on their second headlining tour this year, *The Fashionably Late Tour*, which bears the same name as their debut album. Described as the "perfect storm of talent and vision," Honor Society is becoming an emerging name on the airwaves. Their new single "Over You" has been getting airplay on major radio stations across the country and on XM radio. Rolling Stone Magazine has called them "the breakout band of 2009."

For more information about Honor Society, please visit www.honorsocietymusic.com or visit them at www.myspace.com/honorsociety

The popular eight-man swing band Cherry Poppin' Daddies will perform from 10:30 p.m. until midnight. Known for their smash hit, "Zoot Suit Riot," the group is sure to get the Hershey crowd dancing in the streets. Over their 20-year history this eclectic group has experimented with many different genres of music including Latin pop, swing, ska and glitter rock. They just released a new album, "Skaboy JFK: the Skankin' hits of the Cherry Poppin' Daddies," which features only ska music. They also released "Susquehanna," which was previously only available on the band's website. The group has toured with many well-known ska bands including the Mighty Mighty Bosstones, Fishbone and Reel Big Fish.

For more information about this group, please visit www.daddies.com

New Year's Eve in Hershey major sponsors include: Hershey Entertainment & Resort Co., The Hershey Company, Derry Township ICDA, the ARM Group and Herbert, Rowland and Grubic. Media sponsors include: abc27 WHTM, WINK 104 and The Sun.

In addition to the bands, this year's event will again feature food and entertainment for the entire family. New this year will be a Family Dance Party and Bubble Wrap Stomp at The Hershey Story. According to tradition, the giant Hershey's Kiss replica will be raised at midnight, followed by a spectacular fireworks display. More details on the event and associated activities will be released in the coming weeks. For more information, please visit www.HersheyNewYears.org.

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Editor's Note: Photos are available at www.HersheyNewYears.org/Press.htm