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For Immediate Release

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**AREA KIDS INVITED TO LAUNCH THE
HERSHEY'S KISS ON NEW YEAR'S EVE**

Children ages 12 and under are invited to register for the contest to help raise the Hershey's Kiss at the 2nd Annual New Year's Eve in Hershey.

Several kids will be chosen to help lead Derry Township into the New Year by helping countdown to midnight and magically raising the 700-pound, seven foot Hershey's Kiss into the night sky.

To register, visit www.hersheynewyears.org and click on the Kid's Contest form. Forms must be received by mail no later than December 1, 2006. Winners will be announced a few weeks before the event. The children chosen to help will share the stage with children representing Children's Miracle Network and Four Diamonds.

New Year's Eve in Hershey runs from 9 p.m. to just after midnight on Chocolate and Cocoa Avenues. The event features food from local vendors and restaurants, children's games and activities, entertainers Jim Rule, Marc Lubbers, singers from the Hershey Area Playhouse and others. On the main stage, bands Not Quite Einstein and the headline group, Big Tubba Mista, will swing the crowd into the New Year starting at 10:30 p.m. The Hershey's Kiss Raise is followed by spectacular fireworks.

The event is organized by the Community Celebration Committee, a group of volunteer residents and is supported by The Hershey Company, Penn State Children's Hospital, Hershey Entertainment & Resort Co., Buchart-Horn/Basco Associates, The Township of Derry and many other generous business. In-kind support is given by the MS Hershey Foundation. Individuals are invited to sponsor a firework in someone's honor or memory. Donation information can be found on the website.

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