



FOR IMMEDIATE RELEASE

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Hershey's Annual New Year's Eve Celebration Offers Fun, Excitement for All Ages

(HERSHEY) - Looking for quality family entertainment in the hours leading up to the dawn of the new decade? Hershey's fifth annual New Year's Eve Celebration is packed full of activities that will appeal to people of all ages.

Downtown festivities will begin at 7 p.m. with a free concert at the First United Methodist Church featuring Mark Cable, a contemporary Christian singer and guitarist. The church is located in the heart of the celebration at 64 W. Chocolate Avenue.

Following the concert, celebrants are invited to cross the street to The Hershey Story where a Family Dance Party, featuring guest DJ "Mr. Music," will be held from 9 to 10:30. Young children can look forward to a brand new event, a Bubble Wrap Stomp, beginning at 10 p.m. Young stompers, fully equipped with noisemakers, will be challenged to pop every plastic bubble covering the ground. These events will be held outside, weather permitting, or inside if weather conditions are inclement.

In addition to the Bubble Wrap Stomp, the Hershey Evangelical Free Church will be providing a variety of children's games in the parking lot next to Houlihan's Restaurant from 8:30 until 10:30. Children will want to be sure to look for the Hershey characters that will be making appearances throughout the evening.

As in past years, food vendors will line Chocolate Avenue ready to sell hot treats and beverages to warm the crowd on a cold winter evening.

Young adults, and those who are young at heart, will want to keep their eye on the celebration's main stage, located at the corner of Chocolate Avenue and Park Boulevard, where the rising pop rock music stars Honor Society will perform from 9 to 10:20 p.m. Dubbed "the breakout band of 2009" by Rolling Stone Magazine, this group has performed with The Jonas Brothers and is becoming an emerging name on the airwaves. The New Year's Eve Committee has received numerous inquiries from fans around the nation interested in this performance.

The high-energy eight-man swing band “Cherry Poppin’ Daddies” takes the stage from 10:30 p.m. until mid-night. This group, best known for their smash hit “Zoot Suit Riot,” is sure to make Hershey’s the most electric dance party in Central Pennsylvania.

The Daddies will entertain until the official New Year’s Eve Countdown Clock begins ticking. With the help of several local children, the giant Hershey’s Kiss replica will be raised at midnight, culminated by a tremendous fireworks display. The names of the children chosen through the annual Kid’s Contest to help raise the kiss will be announced the week prior to the event.

Hershey’s New Year’s Eve Celebration is spearheaded by a small group of community volunteers whose efforts are supported financially and in-kind by a number of local sponsors that include the Derry Township Industrial Commercial Development Authority, The Hershey Company, The Penn State Children’s Hospital, Buchart Horn, Inc., Hershey Entertainment & Resorts Company, Herbert, Rowland & Grubic Engineers, PNC Bank and The Web Experience.

This year’s media sponsors are WHTM-TV, Wink 104, and The Sun.

Anyone interested in more information on this year’s celebration, including videos from each of the bands, can log on to www.HersheyNewYears.org.

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