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**We the Kings – Ariana Grande – IMPACT Band to Headline Hershey's New Year's Eve
Celebration**

(HERSHEY) – Organizers of Hershey's seventh annual New Year's Eve Celebration, scheduled for Saturday, December 31, today announced the three acts, nationally acclaimed We the Kings, actress and singer Ariana Grande, and local sensation The IMPACT Band, which will take center stage as the community counts down to 2012.

Fun for the entire family begins at 7 p.m. as The Hershey Story, The Museum on Chocolate Avenue will open its doors, free of charge, until 8:30 p.m. During this time children can search for signs of the new year on a fun-filled scavenger hunt and join the Hershey's Product Characters as they parade through the building and outdoors into the downtown celebration. Café Zooka, the Museum Shop and the Chocolate Lab will not be open during the New Year's Eve celebration.

The IMPACT Band, featuring ten "funky" local musicians, will be live on stage at 9 p.m. The band plays music spanning four decades starting in the 1970's, with hits from Earth, Wind & Fire, James Brown and KC and the Sunshine Band, all the way to current tracks from Justin Timberlake, Usher, and Christina Aguilera. To learn more about this well-known central Pennsylvania band go to TheImpactBand.com.

Actress and singer Ariana Grande, who currently plays the role of Cat Valentine in the hit Nickelodeon sitcom *Victorious*, will be performing at 10 p.m. She recently signed to the Universal Republic Record label and will release her first single with her debut album to follow in the near future. Born and raised in Boca Raton, Florida, Grande played the role of Charlotte in the musical *13* on Broadway for which she won a National Youth Theatre Association Award. For more information on Grande, go to www.arianagrande.com.

The group We the Kings is the evening's featured performer. They will take the stage at 11 p.m. The four-man band from Bradenton, Florida released their first self-titled album in 2007. *Smile Kid*, the group's second album, was released in December of 2009. This summer the band released their third album, *Sunshine State of Mind*, featuring hit songs "Say You Like Me" and "Friday Is Forever." For a sampling of the band's music, go to WeTheKingsMusic.com.

As in past years, the New Year's Eve celebration, planned and staffed by community volunteers, will be held at the square in the heart of downtown Hershey. The evening will culminate with the raising of the giant Hershey's Kiss replica followed by a fireworks display at midnight. Food and non-alcoholic beverages will be available by various vendors throughout the evening.

Additional details will be shared in the coming weeks through the event's media sponsors, *The Sun News*, abc27 News and WINK 104. Updates will also be available throughout the coming month on the event's web site, HersheyNewYears.org, Facebook under "Hershey New Year's Eve," and Twitter.

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