

## Backgrounder: What's New at Hershey Resorts in Summer 2013



**Harrisburg, PA** – The locals in the Hershey Harrisburg Region ([HHR](#)) always look forward to an exciting summer travel season and love learning about what is new or improved every year at the Hershey Resort. The following compilation is just a taste of the new things in Hershey in 2013.

For more information on any of these items & more, travel media should contact those listed with each story below or contact Kathleen McGraw, Director of Communications at Hershey Entertainment and Resorts directly at 717-520-5574 or [Kmmcgraw@HersheyPA.com](mailto:Kmmcgraw@HersheyPA.com); and bookmark HE&R's Web site [www.HersheyPA.com](http://www.HersheyPA.com).

### **PRESS RELEASES:**

1. Summer 2013 Highlights at Hershey Resort
2. Families find fun for the generations in Hershey, PA.
3. New "Catching the Wind" Exhibit at Hershey Gardens.
4. Hershey Highmeadow Campground: New Name, Logo & Deluxe Log Cabins for 50<sup>th</sup> Anniversary

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## 1. Hershey Entertainment & Resorts Summer 2013 Highlights

See below for select summer highlights around Hershey, PA.

A full listing of attractions & happenings is available at [www.HersheyPA.com](http://www.HersheyPA.com).

### **Hersheypark**

**NEW:** The Boardwalk at Hersheypark additions:

- Shoreline Sprayground opens May 25 through Labor Day and includes:
  - 12 play structures in 7,000 square feet which is zero-depth entry (no standing water),
  - Misters, bubblers, dancing fountains, spraying jets, water curtains, drenching tipping bucket,
  - More shade, more seating in The Boardwalk.
- Two new slides on Coastline Plunge slide complex.

**NEW:** Entertainment Shows throughout the Park:

- Character Quiz Show in Amphitheatre 7 days a week,
- Dueling Pianos show in Music Box Theatre and "strolling" in Park,
- Fusion show in Music Box Theatre,
- The Wild, Wild, West Show in the Country Grill,
- Reese's Boardwalk Bash located near the new Shoreline Sprayground,
- Our Friends from the Sea show in Aquatheatre is introducing a new Harbor Seal in addition to the Sea Lions,
- Behind the Splash - Guests may purchase a photo of their family taken with one of our Sea Lions; limited quantities available for purchase on the day of visit,
- Sunday evening top name entertainment previously in Amphitheatre now in Music Box Theatre with Reserved Seating Option available to purchase beginning at Noon on the day of the concert.

**NEW:** Character's Add Personalities to 4D Show at Hershey's Chocolate World attraction:  
Hershey Bar, Reese and Kiss costume characters have a new look this summer to mark the arrival of the new, exciting 4D Show at Hershey's Chocolate World! The Hershey's Great Chocolate Factory Mystery is the first and only show of its kind, and features groundbreaking digital technology from Jim Henson's Creature Shop(TM) and the largest year-round team of digital puppeteers in the world. It also offers a unique real-time experience with over 100 possible outcomes, as the audience determines the direction of the story through live participation.

**NEW:** Fast Track Pass for Coaster Lovers! Purchase at Hospitality Services inside Park; Limited daily quantities are sold on a first-come, first-served basis

## **The Hotel Hershey:**

**NEW:** On April 23, 2013 The Circular opened. The restaurant celebrates the grandeur of a bygone era while keeping with what diners want today, casual elegance. The Circular was designed to bring a renewed focus to the iconic shape of the room while drawing attention to the majestic stained glass and views of the gardens. The 'social nature' of the room now features a central, circular bar and interactive pastry kitchen – much like the original center dance floor created by Mr. Hershey.

## **Spa:**

**NEW:** Whoopie Pie Mani/Pedi available through August.

**NEW:** Seasonal Packages

- Peach and Apricot Fruit Fusion Facial available through August.
- Guests can enjoy special, limited-time treatments and packages available monthly including a Citrus Sensation Package from May through June and a Vacation for a Day package from June through August

## **ZooAmerica North American Wildlife Park:**

ZooAmerica is included in the one-price admission to Hersheypark when entered from within the Park. The Zoo cares for more than 200 North American animals that live on 11 acres and is celebrating its 35th year of being a North American-themed zoo.

Entertainment daily during the summer includes the following:

- Animal encounters, carnivore enrichment activities and programs from June 15 to August 18.
- The Ed-ZOO-Cation Team juggling show will also return to spread eco-friendly messages May 25 to August 25 (no shows Thursdays).

Tours:

- Guests can pre-register for behind-the-scenes tours including the After-Hours Tour and Early Bird Tour (both are year-round).

## **Hershey Resorts:**

### **The Hotel Hershey, Hershey Lodge, Hershey Highmeadow Campground\*\*:**

- Resorts guests receive free shuttle service to and from **Hersheypark**,
- Guests of **The Hotel Hershey** and **Hershey Lodge** can purchase breakfast, lunch, dinner, and a snack at a great price with a meal plan (at these two properties),
- Resorts guests can enjoy "Breakfast at the Park," breakfast with live entertainment and the Hershey's Product Characters at **Hersheypark**.

**NEW:** **Hershey** Highmeadow Campground is celebrating its 50<sup>th</sup> anniversary on May 16, 2013:

- New name is **Hersheypark Camping Resort\*\***,
- Entrance street name changed from Matlack to Sweet Street,
- Added 10 new deluxe log cabins (each cabin sleeps up to 7).

## **Hershey Entertainment:**

### **Giant Center, Hersheypark Stadium/Star Pavilion, Hershey Theatre:**

Hershey is a premier concert destination offering shows for all ages thanks to some of the following summer highlights planned for 2013. For the full list of entertainment offerings visit

[HersheyEntertainment.com](http://HersheyEntertainment.com).

- One Direction: July 5 & 6 at Stadium
- Dave Matthews Band: July 13 at Stadium
- Tony Bennett: July 27 at Hershey Theatre
- Journey & Rascal Flatts: August 1 at Stadium
- Jay Z and Justin Timberlake: August 4 at Stadium
- Mixtape Festival: July 26 & 27 at Stadium

## **Hershey Gardens:**

- The Butterfly House
  - Features hundreds of butterflies,
  - Open from 9 a.m. to 5 p.m. from May 24 to September 15.

**NEW:** "Catching the Wind:

- Wind Chimes, Whirligigs & Pinwheels" exhibit on display in the seasonal display gardens from June 7 to September 15,
- A Star-Spangled Picnic will be held July 4th from 6:30 pm to 9:30 pm. Pre-registration is required

## **The Hershey Story, The Museum on Chocolate Avenue:**

- The Chocolate Lab features daily classes; summer-themed classes include "Chocolate Beach Bars" and "S'Mores Galore,"
- Maya Chocolate Adventure: Kids can trek through a rain forest setting to discover more about some of the first people to enjoy chocolate from 10 am to 4 pm; June 28 to September 2 (\$5 per participant).

## **ChocolateTown Square:**

- Free Summer Family Fun programming on Wednesdays, July 10, 17, 24 and 31 at noon.

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## 2. Families find fun for the generations in Hershey, PA *The Sweetest Place on Earth Offers Something for Everyone*

Original release by Kathy Burrows - [kburrows@HersheyPA.com](mailto:kburrows@HersheyPA.com) - 717-534-8946.

**(Hershey, PA – March 7, 2013)** Whether your family seeks thrills and chills, cocoa baths, ‘sweet’ history, four-star, four-diamond dining and accommodations, Hershey, PA, is the place for everyone to enjoy their own brand of fun and experience it all...together.

“Families live farther from each other now than in the past, so traveling together is often the only time they see each other,” said Bill Simpson, President and Chief Executive Officer of Hershey Entertainment & Resorts. “With an estimated 40 percent of leisure travelers taking multi-generational vacations, Hershey is ideal as we have something for everyone. With so much to see and do, we offer activities and attractions for the young and young at heart.”

If your family members are ride enthusiasts, **Hersheypark** boasts a collection of 65 rides and attractions that range from exhilarating roller coasters to a leisurely steam locomotive to a magnificent historic carousel. If your family likes to splash in the surf, grab your bathing suits and head to **The Boardwalk at Hersheypark**, featuring an all new “sprayground,” two new water slides and more shaded areas.

If your family members prefer to “watch” rather than “participate,” we have you covered. **Hersheypark** boasts stellar live entertainment and the 11-acre walkthrough **ZooAmerica**, in addition to unique shops and mouth-watering food.

Adjacent to **Hersheypark** is **Hershey’s** Chocolate World where the fate of chocolate is in your hands at **Hershey’s** Great Chocolate Factory Mystery - the new, one-of-a-kind 4D interactive experience opening in May.

From noteworthy retail offerings to four-star dining, **The Hotel Hershey** serves as the crown jewel of the town built by Milton S. Hershey in 1933. You can choose to indulge your chocolate cravings with desserts in the new **Circular** dining room or signature chocolate treatments at the world-famous **Chocolate Spa**. This luxurious hotel offers a choice of historic rooms as well as 10 luxury cottages. Indoor and outdoor pool complexes, a year-round ice skating rink, and a sand volleyball court are just some of the full range of family pastimes.

Family activity is also a focus at the well-appointed **Hershey Lodge**, with miniature golf, indoor and outdoor pool complexes, outside basketball and tennis courts, and shuffleboard available for use by guests. Young guests will enjoy signing the Kids’ Check-in guest book and receiving their own chocolate surprise while all members of the family will enjoy breakfast in the recently refreshed Hershey Grill.

Celebrating 50 years of family camping fun this summer, **Hershey** Highmeadow Campground offers 10 new cabins in addition to the existing 300 sites that range from tent areas to RVs to cabins. Basketball, volleyball, shuffleboard, horseshoe pits, S’Mores campfires and two swimming pools offer everyone in the family an opportunity to play together while making memories.

**The Hotel Hershey, Hershey Lodge** and **Hershey** Highmeadow Campground all offer exclusive amenities through the “**Hershey Resorts Advantage**,” which includes the best price on **Hersheypark** tickets, complimentary shuttle service and early admission to the Park. All of the properties make an ideal base during a multi-day stay.

An outdoor butterfly house and whimsical Children’s Garden are highlights of the family activities available at Hershey Gardens. Across town, The Hershey Story, The Museum on Chocolate Avenue, is dedicated to the life and legacy of the man who started it all, Mr. Hershey, and offers “Chocolate Lab” classes and the Countries of Origin Chocolate Tasting.

Star-studded family entertainment is available at five distinct Hershey entertainment venues, ranging from the state-of-the-art **Giant** Center to the magnificent Hershey Theatre, presenting performances that range from classical to contemporary including Broadway favorites like “Jersey Boys” and “Rock of Ages,” and artists such as Miranda Lambert and Dave Matthews.

Family recreation is available on the four courses of the legendary **Hershey** Golf Collection, which includes Spring Creek Golf Club, the first course in the United States specifically designed for junior golfers.

A year-round destination, Hershey is located in central Pennsylvania, three hours from New York City, 90 minutes from Philadelphia or Baltimore, and two hours from Washington.

For more information, call 1-800-HERSHEY (1-800-437-7439) or visit [www.HersheyPA.com](http://www.HersheyPA.com).

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### 3. New “Catching the Wind” Exhibit at Hershey Gardens

Original release by Sara Ensminger - [sensminger@mshersheyfoundation.org](mailto:sensminger@mshersheyfoundation.org) - 717-298-2214.

**(Hershey, Pa.— February 28, 2013)** This summer, Hershey Gardens invites the community to be a part of its newest special exhibit “Catching the Wind.” The exhibit, which will be on display June 7 through September 15, will introduce visitors to the power of wind through pinwheels, whirligigs, wind chimes and wind sculptures.

Participants are invited to share an entry in one of three categories: whirligig, wind chime or wind sculpture. Submissions can be an original, hand-crafted design or a favorite piece that’s been purchased. All qualifying entries will be displayed and there is no cost to participate in the exhibit.

A whirligig is an object that only spins or whirls and is propelled by wind; a wind sculpture is a formed piece of material with elements that are affected by wind; and a wind chime is defined as chimes that are constructed from a variety of materials and are "played" by wind.

Eligibility and submission requirements can be found online at [www.HersheyGardens.org](http://www.HersheyGardens.org). Entries must be delivered to Hershey Gardens on May 18, 19 or 20. Entries will be returned or may be donated to the Gardens at the close of the exhibit.

A combination of art and natural energy, this exhibit will be presented in a way that allows visitors to discover the physics behind wind. More than 100 large pinwheels will also be painted by students in Derry Township School District and put on display for the duration of the exhibit. The special exhibit is sponsored by McClure Company and PPL Renewable Energy.

Hershey Gardens opens for the season on Thursday, March 28. General admission costs are: regular (ages 13 to 61) at \$10; senior (ages 62 and older) at \$9; junior (ages 3 to 12) at \$7; and children ages 2 and younger are free. For more information about Hershey Gardens, visit [www.HersheyGardens.org](http://www.HersheyGardens.org) or call 717-534-3492.

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**“The more beautiful you make something which people can see and use, the more enjoyment they will get out of it.” – Milton S. Hershey, 1938**

*Hershey Gardens is dedicated to horticultural excellence, providing valuable learning opportunities and inspiring memorable experiences. The Gardens is an operating division of The M.S. Hershey Foundation, which exists to preserve and enhance Milton S. Hershey’s legacy and community vision, and to provide educational and cultural enrichment to residents of Hershey.*

The M.S. Hershey Foundation exists to preserve and enhance Milton Hershey’s legacy and community vision and to provide educational and cultural enrichment to residents and visitors of Hershey, PA.

## 4. Hershey Highmeadow Campground Reveals New Name, Logo and Deluxe Log Cabins in Celebration of 50<sup>th</sup> Anniversary

*Just in time for summer, new accommodations available for upcoming travel season.*

Original release by Reilly Fies - [refies@HersheyPA.com](mailto:refies@HersheyPA.com) - 717-534-3396.



(Hershey, PA – May 16, 2013) – In celebration of its 50<sup>th</sup> anniversary, **Hershey** Highmeadow Campground is now **Hersheypark Camping Resort**.

The new logo is pictured to the left.

Guests visiting the Camping Resort will now be fully immersed in the Hershey experience, including renaming camping areas to reflect areas of the Park and the main road, formerly Matlack Road, is now appropriately named Sweet Street. These and other touches make it clear visitors are in **Hershey The Sweetest Place On Earth**.

Opened on May 16, 1963 the Camping Resort has grown from 50 sites and one bathhouse to a full-service facility with more than 300 sites that meet the needs of all campers – from tent sites to RV sites to cabins (including log, extended log and deluxe cabins).

**Hersheypark Camping Resort** has also added 10 deluxe log cabins to the Coaster Crest (formerly Crestview) area. These popular cabins can accommodate up to seven guests each and provide campers with such amenities as:

- Heat and air conditioning,
- Ceiling fan,
- Dinner table and seating,
- Kitchenette including a sink, stove top, microwave, refrigerator, coffee pot and toaster,
- Bathroom with a showers,
- Living area with pull-out sofa, flat-screen television and DVD player,
- Porch with a grill and picnic table.

Nine cabins will have two bedrooms and a sofa. Sleeping accommodations include one bedroom with one double bed with a single bunk bed on top and one standard bunk bed, and one bedroom with a queen-size bed. One cabin will have one bedroom that includes one double bed with a single bunk bed on top and one standard bunk bed, and a queen-size sofa bed in the living room. All ten cabins will have full amenities year-round (all other cabins do not have running water from early November through mid-April). The one-bedroom deluxe log cabin rate starts at \$147 per night and the two-bedroom deluxe log cabin rate starts at \$156 per night.

“We are very excited to welcome our guests, both new and returning, to **Hersheypark Camping Resort**,” said Mark Panassow, general manager of the Resort. “We look forward to providing our guests with the same service and hospitality they’ve grown to expect, with some extra **Hersheypark** touches along the way.”

As an official Resort of **Hersheypark**, **Hersheypark Camping Resort** offers discounted admission and free shuttle service to the 110-acre amusement park, which is located less than three miles from the Resort. The Park includes admission to **ZooAmerica** North American Wildlife Park, which is home to more than 200 native North American animals. **The Boardwalk at Hersheypark** has added two slides and Shoreline Sprayground for the 2013 season.

Campers staying at the Resort also receive discounted admission to Hershey Gardens and The Hershey Story, The Museum on Chocolate Avenue.

For a break from the area attractions, **Hersheypark Camping Resort** provides guests with an outdoor recreation area that features two swimming pools, children's wading pool, basketball, volleyball, shuffleboard and horseshoes. The Camping Resort also provides three laundry facilities; Family Fun Center; and General Store: Sweets & More.

Guests can also experience summer entertainment that includes crafts, outdoor movies, DJ's, clowns, magicians, **Hershey's** Product Character appearances and musical entertainment. **ZooAmerica** will conduct programs with some of its Education Department animals – including alligators, barn owls, skunks and snakes – throughout the summer season.

**Hersheypark Camping Resort** is a 55-acre resort that offers more than 300 open and shaded sites, including 37 cabins with heat, air conditioning, a flat-screen television and DVD player (all 22 deluxe log cabins have a shower and restroom); full-hook-up sites with electric, water, sewer and cable television; partial sites with electric, water and cable television; and no hook-up tent sites. Pull-through sites are also available. The Resort provides free Wi-Fi services. For additional information, visit [www.HersheyparkCampingResort.com](http://www.HersheyparkCampingResort.com), [Facebook](#) or call 717-534-8999.

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*Hershey Entertainment & Resorts is proud to help fulfill the dream of our mutual founder, Milton S. Hershey, by supporting Milton Hershey School, the largest home and school in the world, as it continues to provide opportunities for children in need.*