



Media Advisory

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The Hershey Company
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FOR IMMEDIATE RELEASE

The Hershey Company and Kids Eat Right to Announce Partnership Promoting Healthy Eating Habits and New Low-Sugar Chocolate Line

What: The Hershey Company is excited to announce a groundbreaking partnership with Kids.Eat.Right, a nonprofit dedicated to promoting nutrition education and healthy eating habits among children and families. This collaboration aligns with Hershey's commitment to offering delicious treats while empowering families to make informed food choices. At this press conference, Hershey representatives will unveil a new line of chocolate products featuring low-sugar and sugar-free options, developed with health-conscious options for children. Attendees will hear directly from company executives and nutrition experts about how this initiative supports public health while maintaining the signature Hershey taste.

When: February 28, 2025, 12 p.m.

Where: The Hershey Story Museum 63 W Chocolate Ave, Hershey, PA 17033. The event will be held in the large board room. Parking is available in the rear parking lot of the museum.

Who: Michele Buck, CEO of The Hershey Company and Wylecia Wiggs Harris, CEO of Academy of Nutrition and Dietetics who created the nonprofit Kids Eat Right. Pediatric dietitian expert, Dr. Jane Doe will be attending as well.

Media Outlets Invited: We welcome attendance from national and regional media, including: The Philadelphia Inquirer, CNBC, Food & Wine, and Health Magazine.

Why: The Hershey Company recognizes the growing consumer demand for healthier snacking options and is taking proactive steps to meet this need while staying true to its heritage. This partnership with Kids Eat Right further solidifies Hershey's dedication to corporate social responsibility, particularly in the areas of nutrition education and family well-being.

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