

## Story Idea/Media Pitch

### Media Outlet and Contact

**Media Outlet:** National Geographic, Travel Media

**Contact:** Shannon P. Bartlett, Chief Community Engagement & Social Impact Officer

### **Subject Line:**

***Hershey's Sweet Commitment to the Planet: 100% Eco-Friendly Packaging Debuts This Earth Day***

Hi Shannon,

On May 4, The Hershey Company will celebrate Earth Day by launching a new line of 100% recyclable and compostable packaging for some of its most iconic treats, including Hershey's Milk Chocolate Bars and Reese's Peanut Butter Cups.

In addition to the product unveiling, Hershey is hosting a large-scale community clean-up in Hershey, Pennsylvania, inviting employees, families, and local volunteers to join the effort. This event reflects a growing trend among global brands to reduce environmental impact and engage meaningfully with communities.

We would love to connect you with Hershey's sustainability leader, Jeff King, or CEO Michele Buck, for an exclusive interview on how this initiative fits into Hershey's broader sustainability strategy. This is more than just a product shift; it's a cultural moment that speaks to how companies can drive change from the inside out for the environment.

Thank you for considering this inspiring Earth Day story for your audience.

Best regards,

Jordan Wethington

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