

IMMEDIATE RELEASE

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The Hershey Company



Hershey Launches “Cocoa for Classrooms” Initiative to Support Underserved Schools

Hershey, PA – The Hershey Company is proud to announce the launch of *Cocoa for Classrooms*, a nationwide education initiative aimed at providing essential classroom resources and nutritional support to underserved elementary schools in cocoa-growing communities and across the United States.

Rooted in Hershey’s legacy of purpose-driven action and education, this new program will offer funding for school supplies, healthy snack donations, and the development of educational content around sustainability, agriculture, and global citizenship.

“At Hershey, our founder believed deeply in the power of education to change lives,” said Michele Buck, CEO of The Hershey Company. “With *Cocoa for Classrooms*, we’re honoring that legacy while addressing today’s real needs for equitable educational access and support.”

The initiative will launch in partnership with DonorsChoose, a nonprofit that connects donors to public school classroom projects, and will support 100 schools across five U.S. states and cocoa-farming regions globally.

What Cocoa for Classrooms Includes:

- Classroom grants for teachers in underserved schools
- Free educational kits focused on sustainable farming and nutrition
- Monthly deliveries of Hershey’s healthy snack options for students
- A nationwide “Snack & Support” campaign—select product sales will fund classroom resources

“Education changes everything,” said Dr. Kimberly Rivera, a fifth-grade teacher in Philadelphia, PA, one of the pilot locations. “Hershey’s investment in our students makes a difference far beyond the classroom walls.”

For more information or to get involved, visit www.thehersheycompany.com or follow @Hersheys on social media.

About The Hershey Company

The Hershey Company (NYSE: HSY) is a global snacking leader known for bringing goodness to the world through its iconic brands, remarkable people, and enduring values. Founded over 100 years ago by Milton S. Hershey, the company continues to honor his legacy of community

support and commitment to education. Hershey's beloved brands include Hershey's, Reese's, Kit Kat, Ice Breakers, and SkinnyPop. With more than 17,000 employees around the world, Hershey is focused on making a positive difference through sustainable sourcing, philanthropy, and innovative product development.

Learn more at www.thehersheycompany.com.

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