

# Speech for the Hershey Company Press Conference

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Michele Buck, CEO of The Hershey Company

## Program: “*Hershey’s Sweet Futures*,” A National Youth Career Mentorship Initiative

Good morning, everyone. Thank you all for being here today. I’m Michele Buck, CEO of The Hershey Company, and it is my honor to officially introduce our newest initiative: *Hershey’s Sweet Futures*, a national youth mentorship program designed to empower the next generation through career exploration, leadership development, and hands-on experience in the food and consumer goods industry.

For those who may not know us beyond our chocolate bars, Hershey is more than just a candy company. We’ve been around for nearly 130 years, and since our founding, we’ve held a strong belief in doing well by doing good. Our commitment to community, sustainability, and education dates to our founder, Milton Hershey, who started a school for orphaned boys in 1909, a school that still thrives today as the Milton Hershey School.

*Hershey’s Sweet Futures* builds on that legacy. This new program offers high school juniors and seniors from underserved communities the opportunity to engage in a one-year mentorship experience that includes professional development workshops, real-world job shadowing, and scholarships for higher education or trade programs.

We’re launching this program in five pilot cities: Hershey, PA; Chicago, IL; Atlanta, GA; Los Angeles, CA; and Houston, TX. Applications open May 1st and close June 30th, and we encourage teachers, community leaders, and parents to help nominate motivated students who could benefit from this program.

This initiative is for students who need help to see a clear path to their dream career, and may not know where to begin, or simply need someone to believe in them. Whether their interests lie in business, culinary arts, marketing, or engineering, we want to provide them with tools and guidance to discover their potential.

We’re also calling on our partners, alumni, and the public to get involved. You can volunteer as a mentor, host a workshop, or donate to support program expansion. Visit [hershey.com/sweetfutures](http://hershey.com/sweetfutures) for more details and to sign up.

At Hershey, we believe in the power of possibility and opportunity. *Hershey’s Sweet Futures* isn’t just about careers, it’s about creating connections and helping young people imagine a future they may never have thought possible.

Thank you again for being here, and thank you for helping us make a sweeter and brighter future for everyone.