



For Immediate Release

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**Derry Township Assumes Responsibility for Downtown Land Parcels
*Collaboration with Entities Aids Revitalization Efforts***

HERSHEY, Pa. – September 30, 2014 – As part of an ongoing effort to enhance downtown Hershey, two parcels of land were today conveyed to the Township of Derry.

Through the collaborative efforts of Derry Township and The M.S. Hershey Foundation, Hershey Trust Company and The Hershey Company, the Township now owns the parks on both sides of Cocoa Avenue near Chocolate Avenue.

“Under the auspices of our local government, this land can now be factored into the overall revitalization of downtown Hershey to improve the quality of living for residents and enhance the experience for our many visitors,” said John Foley, chairman of the Derry Township Board of Supervisors.

“With a new focus from our downtown planner, ChocolateTown Square and the nearby land parcel can be a focal point of downtown revitalization and compliments what we heard from residents during many listening sessions and public meetings,” said Downtown Hershey Association Vice-Chairman and Derry Township Supervisor Justin Engle.

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“As part of the Township’s parks and recreation programs, the center of Hershey is a great launch point for the new ideas that have been put forth by the Downtown Hershey Association. The Township’s ownership of ChocolateTown Square will create opportunities that will work well with the vision currently being finalized for the downtown,” said Foley.

In ongoing collaboration, The Hershey Story Museum will continue to offer free educational programming in ChocolateTown Square, located across the street from the museum. “As part of our mission, we have offered these educational family programs for more than 20 years,” said Amy Bischof, director of The Hershey Story. The free programs include a concert to celebrate Milton Hershey’s birthday and a summer entertainment series for families.

Representatives from government, the Hershey entities, business leaders and residents have been working in partnership through the Downtown Hershey Association for more than a year to develop a visionary plan for downtown Hershey.

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