

# HERSHEY

ENTERTAINMENT & RESORTS



# IMPACT REPORT 2022-2024



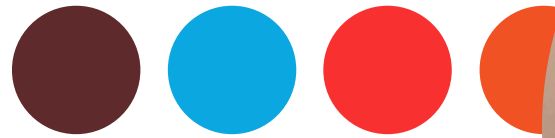


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# A Letter From Our President, CEO & Chairman



Hershey Entertainment & Resorts Company (HE&R) was founded by Milton S. Hershey in 1927, who believed in investing in his team members, giving back to the community, and conducting business fairly to ensure a brighter future for generations.

We are proud to honor his legacy across our organization. HE&R team members emulate our founder's philanthropic nature by living our company's Core Values: Devoted to the Legacy, Selfless Spirit of Service, Team-Focused, and Respectful of Others.

Our greatest commitment to his legacy is reflected in our company's Core Purpose to provide value to Milton Hershey School (MHS), the home and school he and his wife founded in 1909, in its mission of helping students lead fulfilling and productive lives. Hundreds of our team members participate in ongoing engagement activities with the students and staff of MHS. Our organization proudly offers current MHS students and graduates extensive internship, apprenticeship, and employment opportunities. Our connection to the School has increased year over year, and it remains a proud and critical area of focus for our company.

Special thanks to our team members for everything you do to make *Hershey The Sweetest Place On Earth*®. I am incredibly proud to watch you deliver premier service to our guests, help the community, and support each other.



Thank you,

*John Lawn*

John Lawn  
President, CEO & Chairman



## DEVOTED TO THE LEGACY

Acting in a manner that reflects the dedication and integrity of our founder



## SELFLESS SPIRIT OF SERVICE

Serving our employees and their families, our guests, our community, and our environment

OWN DELIGHT    ANTICIPATE INSPIRE

## TEAM - FOCUSED

Supporting one another as we work towards common goals and earning each others' trust

"Teamwork Sells THE HERSHEY IDEA"



## RESPECTFUL OF OTHERS

Treating all people with dignity, while respecting their differences and ideas

ONE COMPANY MANY PERSPECTIVES





# Our Company

HE&R is honored to serve as the steward of the town that chocolate built. After opening his chocolate factory, Mr. Hershey wanted to differentiate his community from other company towns.

He strived to create an idyllic community where his employees could live, work, and play. He built an infrastructure with comfortable homes, inexpensive transportation, a quality school system, and extensive recreational areas, including the leisure grounds and picnic areas now known as *Hersheypark*® amusement park that covers 121 acres. That was the foundation of what became our organization. Mr. Hershey

founded Hershey Estates in 1927, focusing on hospitality and entertainment. The company was renamed Hershey Entertainment & Resorts Company in early 1998 after being known as HERCO, Inc. from 1976 through 1997.

HE&R is privately held by Hershey Trust Company as trustee for Milton Hershey School Trust. We are governed by a Board of Directors and led by a team of company officers.



As our company grows and evolves, everything we do remains rooted in our founder's legacy. As a nod to Mr. Hershey's innovative spirit, we continually look at ways to enhance our brands, events, and properties. HE&R is comprised of resort, entertainment, and leisure properties, including:

## Hershey Entertainment Group



## Hershey Resorts Group





# Our Core Purpose

When Mr. and Mrs. Hershey could not have children of their own, they created a home and school for needy children. Founded in 1909, the Hershey Industrial School was renamed Milton Hershey School in 1951. Mr. Hershey famously left his entire fortune to endow the School in perpetuity, and that gift has educated, clothed, and nourished more than 12,000 graduates.



MILTON  
HERSHEY  
SCHOOL  
FOUNDED 1909

To augment the School's career-focused educational tracks, HE&R offers extensive internship, employment, co-op, and apprenticeship opportunities to current students and MHS alums.

## Collaborating on Marketing Strategies

HE&R is committed to generating awareness about MHS and works closely with the School on collaborative marketing efforts, including on-property signage across the Hersheypark Entertainment Complex and our resort properties, employee referral programs, guest touchpoints, and more. QR codes direct guests and community members to a joint landing page that provides information about both entities and our collaborative work.

In May 2023 and 2024, MHS hosted the Hershey Sprint Car Experience in collaboration with Hersheypark Stadium and World of Outlaws Racing. The event grew year-over-year with nearly 1,000 more attendees - all exposed to the mission of MHS and had opportunities to meet students and staff members.



Annually, MHS enrolls an average of 2,150 pre-K through 12th-grade children. Students journey from across the country to receive a world-class education, experience endless opportunities, and thrive in a supportive community with all costs covered. Students live in a family-like environment in student homes with houseparent couples and enjoy various extracurricular activities, including music, sports, field trips, performing arts, and school clubs.

Today, HE&R is proud to support the School through an annual dividend to help offset the School's operational costs. From 2010 through 2024, our organization has paid more than \$155 million in dividend payments.

However, our team members' engagement with the School's students and staff is at least, if not more, important than financial support. The MHS-HE&R Partnership Committee ensures our team members know and take advantage of engagement and volunteer opportunities. This committee focuses its work and success on four pillars:

- Collaboration on Marketing Strategies
- Career-Focused Education and Employment
- Intentional Life and Social Skills Development
- Professional Development for Leaders

From mentoring students to introducing various careers across all grades, attending events, and giving hands-on experiences, our team members are inspired by the students and take great pride in our company's deep connection with the School.

## 2023-2024 Collaborative Marketing Highlights

(Results\* from August 1, 2023, through July 31, 2024)

**237**  
"apply now"  
clicks

**123**  
digital and  
on-property  
activations

**13,218**  
pageviews

**11,843**  
unique website  
users

**95%**  
increase in joint  
public relations  
initiatives

\*Increase from the prior year



# 2023-2024 Collaborative Marketing Highlights

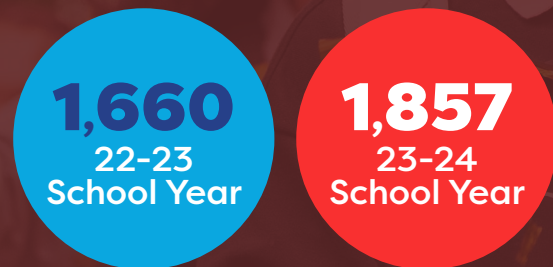
## Joint Commercial Marketing Campaign



## Annual Dividend



## Team Member Engagement



## Project Fellowship Engagement



## Career-Focused Education and Employment

Career-focused opportunities are available to all MHS students along their educational journey. HE&R proudly provides opportunities for MHS students through internships, classroom presentations, and hands-on experiences. Through the summer Spartan and One Hershey Internship programs, HE&R hosts students across our properties, allowing them to learn about potential career paths while gaining self-confidence.

### 2022-23 School Year Highlights:

- One Hershey Spartan Spring Internship – 16 students
- Career-Exposure events and initiatives – 992 students learned about different career paths from more than 200 HE&R team members.

### 2023-24 School Year Highlights:

- One Hershey Spartan Spring Internship – 17 students
- One Hershey Spartan Summer Internship – 15 students
- Spring Part-time Employment – 134 students hired across HE&R properties
- Summer Part-time Employment – 20 students hired across HE&R properties

## Intentional Life and Social Skills Development

### Mentoring

At the start of the 2022-23 school year, HE&R was asked to participate in the School's established Mentoring Our Leaders Development (M.O.L.D.) program. HE&R was the first external entity to be invited to mentor senior division students. Our team members answered the call with 26 program volunteers who mentored 28 students. These mentorship pairs participated in a range of activities to foster meaningful relationships. Participation in the M.O.L.D. program continues to grow within our company with 33 mentors during the 2023-24 school year.

### Project Fellowship

Project Fellowship is an innovative program that gives MHS students access to HE&R team members for mentorship, career guidance, and friendship. Interactions range from having dinner at a student home to doing homework, bowling, reading, and playing games.

On average, HE&R participates in Project Fellowship with 40 Student Homes per school year, with an estimated 400 team members actively involved. These engagements help foster the student's development both scholastically and personally.

## Professional Development for Leaders

The two entities hosted over 300 leaders and managers for a joint training program with Rich Diviney, bestselling author, leadership and human performance expert, and retired Navy SEAL commander. "The Secrets of High-Performing Teams" was held in September 2023, allowing team members networking opportunities while learning and challenging each other and themselves. Additionally, more than 80 newly employed HE&R team members completed the MHS Immersion class to better understand our Core Purpose and the School's history and mission.







Do you

—NEW—  
INTERACTIVE  
TOUCH SCREEN

MILTON HERSHEY SCHOOL  
SEARCH  
SEARCH  
1 2 3 4 5 6 7 8 9 0 -

# HERSHEY

ENTERTAINMENT & RESORTS

## Corporate Social Responsibility *Pillars*

Our People

Our Community

Our Environment

Our Guest & Marketplace Focus



# Our People

**Milton S. Hershey created a community where everyone felt welcome, and HE&R strives to follow that example in our company's quest to offer a safe and inclusive environment for our team members, guests, and community. In Hershey, we recognize that what makes us different makes us sweet.**



**>50%**  
of our full-time team members began their HE&R journey as part-time staff members

**4,664**  
part-time/  
seasonal staff as  
of January 2024

**1,827**  
full time  
staff as of  
January 2024

As a testament to our company culture, more than 50% of our full-time team members began their HE&R journey as part-time staff members. As of August 2024, HE&R is pleased to have 236 (43 part-time and 193 full-time) actively employed Legacy Team Members who have dedicated more than 25 years of service to our organization.

### Belonging

HE&R boasts comprehensive inclusion and engagement (I&E) initiatives to cultivate a continuous environment of belonging. Team members can access I&E training opportunities, podcast discussions, and ongoing connection events. More than 1,120 team members (both full and part-time) participated in various I&E training programs throughout 2022-23.

Our organization has seven employee resource groups (ERGs), which unite like-minded individuals for fellowship, discussion, and support.

## Employee Resource Groups



### HE&R-MHS Partnership

A passionate group of connectors devoted to supporting our company's legacy by promoting a diverse flow of Milton Hershey School engagement opportunities.



### HE&R Unity & Equality (HUE)

A group committed to building a community within HE&R by connecting LGBTQ+ team members and allies through education, advocacy, and professional development.



### Military and Veterans (MAV)

MAV is a unit within HE&R committed to supporting and recognizing US Service Members, Veterans, and supporters through community connections and workforce opportunities.



### Multi-Ethnic Resource Group for Everyone (MERGE)

A multi-ethnic resource group committed to growing HE&R's inclusive culture by hosting educational events, fostering compassionate conversations, and championing the development of talented individuals from diverse heritages.



### Women in Leadership (WIL)

A collective of female leaders with a mission to recruit, develop, support, and empower women across the organization.



### Workforce Inclusion (WIC)

In-house experts on workforce inclusion with a mission to cultivate a culture where diversity is sought out, respected, and celebrated.



### Young Professionals (YP)

A community dedicated to connecting, strengthening, and celebrating HE&R young professionals by creating valuable opportunities to network, learn, develop, and give back.





Throughout 2022 and 2023

22,350

team members completed online and in-person training classes across the organization

674

total classes/orientations were conducted

### Training and Development

HE&R encourages our team members to embrace ongoing self-improvement and sharpen their professional skills. Our company offers an extensive library of online and in-person training and development resources and programs. All full-time team members take "Character-Centered Culture" classes within the first 18 months of employment. These classes include company history, servant leadership, and courageous communication.

Throughout 2022 and 2023, 22,350 team members completed online and in-person training classes across the organization. More than 550 full-time team members completed I&E classes, and an estimated 600 full and part-time team members learned about belonging during company orientation sessions. During this time, 674 total classes/orientations were conducted.



### Recognition

Celebrating our team members is critical to our company's success. HE&R has several recognition programs highlighting team members who live by our Core Values, assist a guest or colleague, serve the community, or mark a milestone.

#### Legacy Of Excellence Award

Every year since 2000, HE&R has honored one team member with the Legacy of Excellence Award, the highest level of peer-to-peer recognition given by the company. It highlights a team member whose efforts best exemplify our commitment to MHS, our focus on service excellence, the community, and our company's Core Values.

#### Legacy Check Program

This unique program allows team members to recognize their colleagues for exemplary service or exceeding expectations. Since 2010, the Legacy Check program has celebrated team members who "Own, Anticipate, Delight or Inspire" guests, team members, or the community. From 2022 through mid-2024, nearly 36,000 Legacy Checks, valued at \$354,915, have been shared by team members to recognize their peers. Team members receive HE&R gift cards valid at any of our properties, dining outlets, and retail locations. We are proud to see so many colleagues celebrating each other.



#### Employee Support Fund

Created by team members in 2003, the Employee Support Fund (ESF) is a tax-exempt, independent, nonprofit organization that provides immediate, short-term financial assistance to eligible team members experiencing financial hardship from an unexpected event such as a medical emergency or home damage from a natural disaster or fire. Team members contribute to the ESF through voluntary payroll deduction, which HE&R matches. Since its founding, the ESF has assisted hundreds of HE&R team members navigate some of the most challenging moments of their lives.

- Total Employee Payroll Contributions (January 2022-July 2024): \$60,683
- Total Dollars Disbursed (2003-July 2024): \$847,000+

With an average of 200 participants, the annual ESF Golf Tournament is the ESF's single-largest fundraising effort. The 16th ESF Golf Tournament, hosted at *Hershey Country Club* in October 2023, was its most financially successful event, raising more than \$36,000 in one day to benefit our colleagues in need.



### Legacy Team Members

Special recognition is given to team members upon reaching the significant 25 years of service milestone. Our colleagues receive a gift from the organization and are celebrated by their supervisors and peers through public and private acknowledgment. HE&R recently expanded this initiative to include a team member's combined part-time and full-time years of service and impressively had 236 Legacy Team Members as of August 2024.

### Property & Departmental Recognition

Team members are celebrated at each property or within departments at monthly, quarterly, and annual recognition awards. Honorees are recognized at Town Hall meetings and festive departmental gatherings for their length of tenure at the organization, exceptional service to visitors and team members, going above and beyond for a guest with food allergies and giving back to the community.

### Team Member Well-being

Ensuring the health of our team members is a priority for HE&R. We offer an Employee Assistance Program to support positive mental health and routinely share available local, state, and federal resources. Team members are encouraged to seek assistance when facing a challenging time.

Team members' physical well-being is important to the company. HE&R team members can earn up to \$200 by completing an annual health screening and participating in other preventive care activities. We also prioritize our team members' financial well-being with comprehensive initiatives. HE&R offers financially focused programs to our team members including tips on household budgeting, saving for education, and planning for retirement. The company also offers a company 401(k) match program.

### Fostering Team Member Growth & Future Leaders

HE&R has developed programs and initiatives for prospective and current employees, ensuring that our workforce can continue flourishing and developing a pipeline of future leaders.

### Hospitality Internship Program

As a leader in the hospitality industry, HE&R offers extensive internship experiences for college students pursuing degrees from accredited institutions in Hospitality & Tourism Management, Food & Beverage, Recreation, or a related field of study.

For over two decades, the Hospitality Internship Program (HIP) has allowed students to focus on Guest Services, Housekeeping, Recreation, and Food & Beverage. Program participants get hands-on experience at our *Hershey Lodge* or *The Hotel Hershey* properties. HIP students gain supervisory and management experience, develop a comprehensive understanding of the hospitality industry, and earn college credit.

### Hersheypark Leadership Development Internship Program

Since 2021, this award-winning internship program has helped augment our need for an increased workforce at

*Hersheypark* while growing leaders of tomorrow. In collaboration with Shippensburg University of Pennsylvania, the *Hersheypark* Leadership Development Internship Program (HPLDI) offers college students an accredited 12-week curriculum focusing on servant leadership, customer service best practices, team building, and polishing professionalism. Participants attend weekly classes while working in one of eight areas at the Park, including attractions, aquatic operations, safety and security, ticketing, and admissions. Due to the program's popularity, a Level 2 curriculum is now offered, enabling students to return for another summer season.

Since the program's inception, more than 265 colleges and universities have been represented, including Penn State University, Howard University, University of Nevada Las Vegas, Wilkes University, Purdue University, University of Central Florida, New York University, and University of Delaware.

### J-1 Summer Work & Travel Program

The J-1 Summer Work and Travel program allows students from across the globe to live and work in the United States over summer break. Annually, HE&R employs about 400 college students from more than a dozen countries across our entertainment and resort properties. The program allows our teams to interact with people from around the globe, from countries like Turkey, Jamaica, Thailand, and Colombia, and learn about other cultures, helping to break down barriers by creating an environment that emphasizes belonging and acceptance.

### Tuition Assistance

To encourage ongoing learning and development, tuition assistance is available and granted to team members who successfully complete courses at an accredited institution.



# HPLDI *by the numbers*

2022	2023	2024
163	224	264



# Our Community

**Our team members take great pride in giving back to the community. Whether through a one-time engagement or regular volunteerism, each volunteer shift worked by a team member makes a difference to a local family.**

HE&R team members give their time, expertise, resources, and giving spirit to improve where we live, work and play. With a focus on organizations that help children and families, the dedication of our team members honors the legacy of Milton S. Hershey. Team members sit on boards or committees of at least 50 local, regional, and national organizations.



## Annual Day Of Service

Following the end of the global pandemic, HE&R resumed its Annual Day of Service in honor of Dr. Martin Luther King, Jr. by having a day *on, not off*. Whether painting walls at a local organization, packing food for families in need, sorting donated clothing, or stocking shelves at the local food bank, the Day of Service demonstrates our Core Values.





## Helping Children & Families

Our philanthropic efforts focus on children and helping families in need. HE&R is proud to be a longtime supporter of the Children's Miracle Network Hershey (CMN) and Four Diamonds organizations. CMN is a nonprofit that raises funds for Penn State Health Children's Hospital at the Milton S. Hershey Medical Center, and Four Diamonds aims to eradicate childhood cancer. Every year, we donate dollars and volunteer hours to each organization. HE&R has partnered with the Juvenile Diabetes Research Foundation (rebranded Breakthrough T1D) since 2001, making yearly donations of nearly \$15,000 to support the organization's mission.

### Give Kids the World

The Give Kids the World nonprofit fulfills the wishes of critically ill children. We are privileged to support the program with tickets to *Hersheypark*. Throughout the 2022 and 2023 *Hersheypark* operating seasons, we donated 1,558 one-day passes to families needing *Hersheypark Happy*® experiences.



### Hershey Food Bank

Our company is proud to partner with Hershey Food Bank and Community Outreach to host Feed the Need, an event that has raised more than \$1.2 million over the last ten years to help ease the rise in food insecurity locally. Each year, *Hershey Country Club* hosts the event, and our chefs donate their time and food to more than 200 guests who help raise money for this vital organization.

### Hershey Community Garden

Each growing season, HE&R and The Hershey Company maintain a plot at the Hershey Community Garden, a two-acre garden with 235 plots available, and donate all harvested produce to area food banks, including Hershey Food Bank and Community Outreach, Hummelstown Food Bank and Palmyra Caring Cupboard. The garden yielded almost 4,000 pounds of produce during the 2022 and 2023 growing seasons. Additionally, the flowers grown on the plot allowed us to deliver 1,176 vases of floral arrangements to local nursing homes and assisted living facilities. Each year, HE&R also donates \$5,000 for general operational needs and \$7,500 in labor to maintain the garden plots and walkways.







### Hershey Bears Cares

For more than 86 years, our Hershey Bears® hockey club, the oldest and most decorated team in the American Hockey League, has been winning on and off the ice. Following the example of Mr. Hershey, who founded the team in 1938, the Calder Cup Championship-winning hockey club has a long-standing tradition of giving back to the community.

Since 2018, the Hershey Bears CaresSM initiative has highlighted the team's impact on the community. Throughout a typical season, the team makes at least

25 community appearances in and around the Hershey area. The team visits the Penn State Health Children's Hospital at the Milton S. Hershey Medical Center, makes meals for families at the Ronald McDonald House Charities of Central PA, distributes gifts to kids in need at the Cocoa Packs Presents holiday event and personally thanks local law enforcement, emergency personnel, and servicemen and women at Derry Township Police Department, Life Lion EMS, and Fort Indiantown Gap.

The marquee Hershey Bears Cares event is the annual GIANT Teddy Bear Toss. Plush toys are collected and distributed to more than 35 local and regional organizations, including Harrisburg School District, Helping the Harrisburg Family, Palmyra Lions Club, and Autism Society Greater Harrisburg Area. As part of the world-renowned tradition, Hershey Bears players deliver teddy bears to local organizations including Catherine Hershey Schools, Vista Autism Services, and MHS.

Since the first event in 2001, the Bears have collected and distributed 464,107 teddy bears to children throughout Central Pennsylvania and surrounding areas.

### Specialty Jersey Auctions

Throughout the Hershey Bears hockey season, jersey auctions are held to raise money for area organizations that help our community members. Three to four auctions are held during the hockey season, each benefiting specific organizations. During the 2022-23 and 2023-24 seasons, the auctions raised approximately \$150,000, which was divided among the following organizations:

- Salvation Army Harrisburg Capital City Region
- Toys for Tots
- Central PA Food Bank
- Hershey Food Bank
- Ronald McDonald House Charities of Central PA
- American Cancer Society
- Leukemia & Lymphoma Society
- Feel Your Boobies
- Penn State Health Milton S. Hershey Medical Center's No Shave November & Cancer Institute
- Hershey Volunteer Fire Company
- Troopers Helping Troopers
- Friends of Derry Township Police K9
- American Special Hockey Association: Palmyra Black Knights, Hershey Heroes and York Polar Bears

### Seats For Soldiers, Veterans, & Emergency Personnel

Each season, HE&R donates more than 2,000 tickets to active military, veterans, and local emergency personnel as a token of our gratitude for their service and sacrifice.





**Golf Course Audubon Society Certifications**

The Audubon Cooperative Sanctuary Program certifies both the East and West courses of *Hershey Country Club*. This certification is earned by planting flower gardens, building bluebird houses, establishing chemical-free zones, and installing wastewater recycling systems.

**LEED Certifications**

Building on *The Hotel Hershey's* LEED Silver Certification from the U.S. Green Building Council, we are committed to building more LEED-certified structures to ensure our growth is in harmony with the environment.

**Electric Charging Stations**

*The Hotel Hershey* and *Hershey Lodge* each offer electric charging stations for guests to reduce gasoline usage and greenhouse emissions.

**ZooAmerica**

*ZooAmerica* North American Wildlife Park, accredited by the Association of Zoos & Aquariums, maintains the highest animal welfare, conservation, and education standards. The Zoo's mission is to entertain and educate guests. The Zoo team teaches visitors and the community about protecting and nurturing precious resources and caring for animals through on-site, in-school, and special programming.

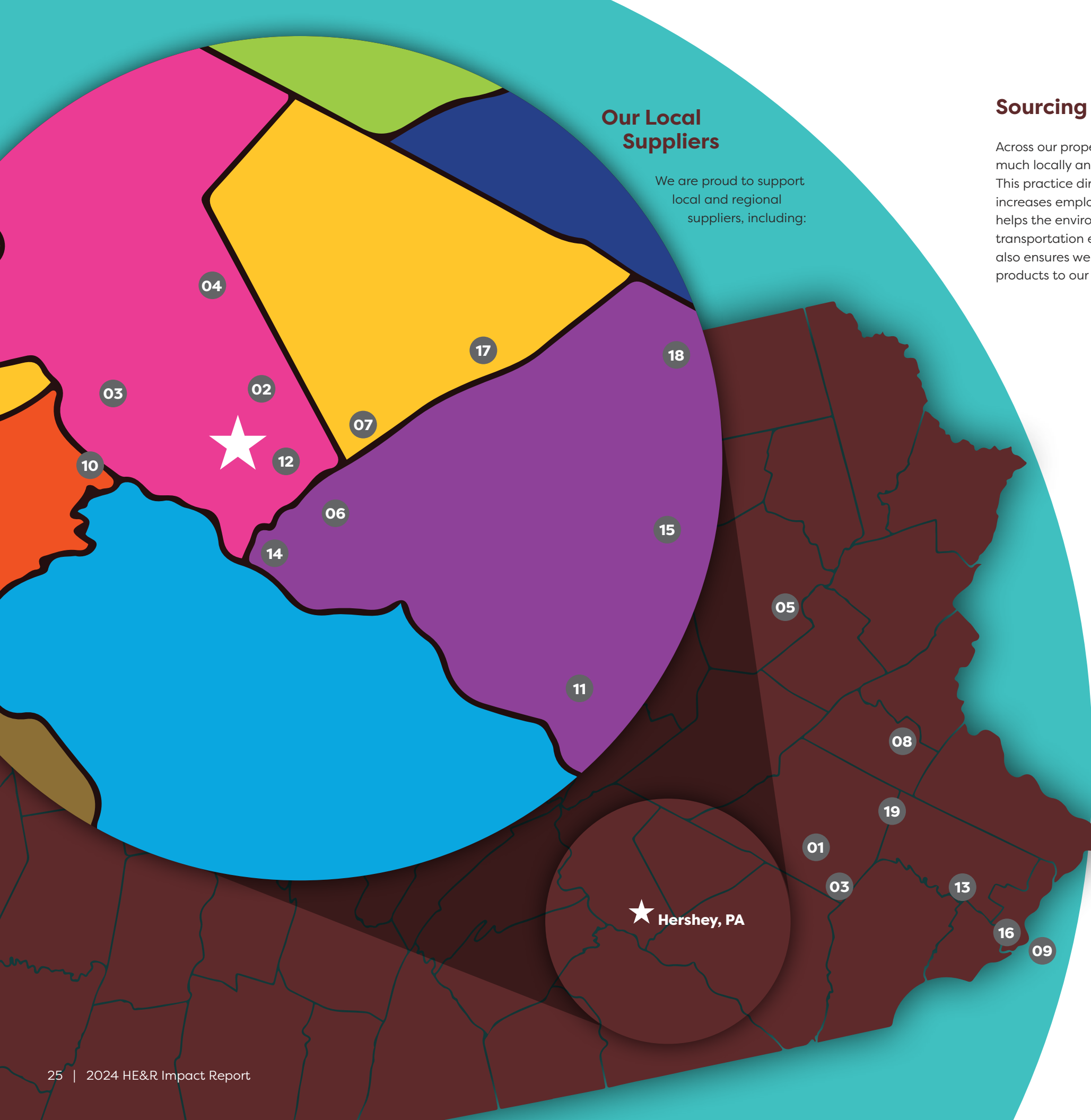
In 2022 and 2023, more than 50,000 participants per year experienced educational programs, including:

	2022	2023
ZooCamp	<b>312</b>	<b>418</b>
Onsite Group Individuals	<b>13,958</b>	<b>14,776</b>
Wild Winter Adventure	<b>127</b>	<b>141</b>
After-Hours	<b>597</b>	<b>405</b>
Early Bird	<b>418</b>	<b>304</b>
Photography	<b>58</b>	<b>11</b>
Water Friends & Family	<b>123</b>	<b>44</b>
Outreach Programs	<b>36,400</b>	<b>34,600</b>



**HE&R has a responsibility to our environmental impact and to preserve our resources. Across the destination, we ensure we protect the environment, limit our impact, and preserve natural resources.**





### Our Local Suppliers

We are proud to support local and regional suppliers, including:

### Sourcing Locally

Across our properties, we strive to source as much locally and regionally as possible. This practice directly helps our local farmers, increases employment opportunities, and helps the environment by reducing transportation emissions. Sourcing locally also ensures we deliver fresher, higher-quality products to our guests.

We are also proud to source items from MHS Agriculture & Natural Resources Career Pathway students. At *Milton's<sup>SM</sup> Ice Cream Parlor* in *Hersheypark* and *Stacks<sup>SM</sup> restaurant* at *Hershey Lodge*, we feature Spartan Ice Cream, created by MHS students using 100% locally sourced milk products. In restaurants at *The Hotel Hershey*, we serve microgreens grown by MHS students.

- 01 **Allegheny Valley Dairy** Mohnton, PA
- 02 **Berks Hot Dogs** Reading, PA
- 03 **Blissfully Loved Farm** Harrisburg, PA
- 04 **Bow Creek Farm** Hershey, PA
- 05 **Citterio** Freeland, PA
- 06 **Feeser's Food Distributors** Harrisburg, PA
- 07 **Groff's Meats** Elizabethtown, PA
- 08 **Hatfield** Emmaus, PA
- 09 **J. Ambrogi Produce** Thorofare, NJ
- 10 **Kepler's Seafood** Middletown, PA
- 11 **Lancaster Farm Fresh** Lancaster, PA
- 12 **Milton Hershey School** Hershey, PA
- 13 **Philadelphia Bakery Merchants** Philadelphia, PA
- 14 **Re-Divined Produce** Bainbridge, PA
- 15 **Roundtop Farm** Lancaster, PA
- 16 **Samuels Seafood** Philadelphia, PA
- 17 **Sandy Ridge Farms** Elizabethtown, PA
- 18 **Stone Arch Farms** Lititz, PA
- 19 **US Foods** Allentown, PA



## Recycling

With the example set by Mr. Hershey, who created the first recycling center in Hershey in 1937, HE&R practices recycling across our properties.

In 2022, our recycling made a difference:



These recycling efforts conserved precious resources:

- 5,704 mature trees
- Enough to produce 70,675,275 sheets of newspaper
- 1,563 cubic yards of landfill space
- Enough airspace to meet the disposal needs of 2,007 people
- 689,555 kW-hrs of electricity
- Enough to power 66 homes for an entire year
- 1,542 metric tons of CO<sub>2</sub> equivalent

In 2023, our recycling made a difference:



These recycling programs protect resources:

- 6,446 mature trees
- Enough to produce 79,862,986 sheets of newspaper
- 1,766 cubic yards of landfill space
- Enough airspace to meet the disposal needs of 2,268 people
- 779,196 kW-hrs of electricity
- Enough to power 74 homes for an entire year
- 1,743 metric tons of CO<sub>2</sub> equivalent
- Preventing greenhouse gas emissions
- 3,008,022 gallons of water
- Enough to meet the freshwater needs of 40,106 people for a year



### Cocoa Packs Food Rescue

HE&R has long supported Cocoa Packs, a Hershey-based nonprofit organization that assists more than 1,400 food-insecure children with little to no access to food during school breaks, summers, and weekends. In August 2021, we partnered with Cocoa Packs to implement a Food Rescue program. Fresh surplus food from our dining outlets and banquet facilities is donated to Cocoa Packs, offsetting the organization's cost of food, saving landfill space by reducing waste, and providing nutritious food to local children. From 2022-2024, HE&R Food & Beverage operations donated nearly 60,000 pounds of fresh surplus food.

**2022**  
16,413 lbs

**2023**  
16,751 lbs

**2024**  
25,876 lbs



Safety is paramount to everything we do across our company and the destination. Our top priority is keeping our team members, guests, and community safe.

# Safety *by the numbers*

Certified Lifeguards	State-Certified Ride Inspectors	Emergency Medical Technicians (EMTs)	Registered Nurses
<b>398</b>	<b>71</b>	<b>45</b>	<b>17</b>
CPR/First Aid/AED Instructors	Certified Fire Inspectors	PA Special Fire Police	
<b>8</b>	<b>3</b>	<b>39</b>	

\*as of August 2024

Our safety and security teams undergo extensive training including first aid and sensitivity programs. HE&R regularly participates in crisis drills and tabletop exercises to test our readiness for an unforeseen incident. These teams include Certified Safety Professionals (the industry's most recognized safety, health, and environment certification) in workers' compensation, emergency management, parking, lodging, fire inspections, and more. HE&R maintains strong relationships and ongoing communication with state, local, and regional authorities.

Team members serve on property-specific Safety Committees. These groups ensure that all HE&R team members know and understand HE&R's security protocols, policies, and resources. The Committees conduct safety drills, share security-focused updates, and empower our teams to conduct emergency drills regularly and share relevant information. All HE&R team members can access free First Aid and CPR training classes. The company conducts annual Employee Safety Awards to thank team members for their focus and recognize their impact on our guests and colleagues.

At *Hersheypark*, safety is at the top of everyone's mind daily. The Park boasts some of the highest numbers of safety officials at any amusement park nationwide. The Aquatic Safety Team has earned 43 straight "exceeds" audits from Ellis & Associates spanning the 2010-2024 operating seasons. The Park also earned the "Platinum International Aquatic Safety Award" in 2023. This award recognizes our Aquatic Safety Team's performance as exceeding industry standards in risk management and epitomizes aquatic safety excellence.

# Our Marketplace & Guest Focus







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