

FOR IMMEDIATE RELEASE
August 23, 2013

THE HERSHEY COMPANY TO HELP FUND FRIENDS OF THE NATIONAL WORLD WAR II MEMORIAL

WASHINGTON, D.C. – The Friends of the National World War II Memorial (Friends) Board of Directors today announced The Hershey Company has joined the organization as a Founding Sponsor with a \$125,000 donation, said Friends Chairman retired Army Lieutenant General Mick Kicklighter. Friends is a nonprofit organization dedicated to commemorating and celebrating the defining event of the 20th century and to honor all who served on the home front and the battle front, including those who gave their lives in history's greatest and costliest war.

“Friends is grateful for The Hershey Company’s generous support,” says General Kicklighter, “This donation will help us continue our important work to honor and preserve the National Memory of World War II and to help ensure that the legacy, lessons, and sacrifices of the Greatest Generation are not forgotten.”

The Hershey Company has a long history of supporting our nation’s service members and veterans. In addition to The Hershey Company’s generous contribution to build the National World War II Memorial, dedicated in 2004, its commitment to our nation was exhibited during World War II, through the development of the Field Ration D bar, specifically for troops serving overseas.

The Friends’ Founding Sponsors program brings together companies and individuals who demonstrate patriotic responsibility while contributing to the American spirit of united enterprise. As a Founding Sponsor, The Hershey Company will provide vital support for the Friends’ commemorative and educational programs. Working in a cooperative partnership with the National Park Service, Friends has the lead responsibility in planning and staging major national commemorative events at the Memorial on V-E Day, Memorial Day, V-J, Veterans Day, and Pearl Harbor Day. World War II veterans actively participate in each of these events. Friends also sponsors free public performances of renowned military bands at the Memorial. Additionally, Friends is currently engaged in collecting video interviews of World War II veterans visiting the Memorial. This program, known as *Capturing*

the Voices of World War II, marks the first time in American history where veterans interviewed at “their” memorial have their images and stories collected and archived in a manner that allows them to be digitally preserved for posterity and use by family members, educators, historians, and subsequent generations.

The Hershey Company joins the Friends’ other Founding Sponsors: AT&T Foundation; Carolands Preservation Foundation; Exxon Mobil; General Motors Foundation; JP Morgan; Trinity Industries; Viad Corporation; and Ambassador F. Haydn Williams, Chairman Emeritus, Friends of the National World War II Memorial.

About The Friends of the National World War II Memorial, Inc.: Founded in 2007, the Friends of the National World War II Memorial is a 501(c)(3) organization dedicated to ensuring that the legacy, lessons, and sacrifices of World War II are not forgotten and enhancing the educational experience for visitors to the National World War II Memorial in Washington, DC. The nonprofit organization was established by former American Battle Monuments Commission members, who were responsible for implementing a Congressional mandate to recommend a site and a design and to fund and build the National World War II Memorial. They were concerned with making the Memorial all that it was intended to be by its planners: an open, welcoming, gathering place on the National Mall; a place of reverent remembrance; and a place to honor and celebrate the spirit of America during World War II. With growing private support, the cooperation of the National Park Service, the Military District of Washington, and others, these hopes are being realized.

For more information, please contact Friends of the National World War II Memorial’s Executive Director Holly Rotondi at 202.675.2017 or hrotondi@wwiimemorialfriends.org.

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