

# Hugs and Kisses Across America

## “America’s Sweetest Rides”—Raising Awareness And Donations For Children’s Hospitals

(NAPSA)—What’s sweeter than a scooter, longer than a limo, and bigger than a bus? “America’s Sweetest Rides”—The Hershey’s *Kissmobile Cruisers*. The “chocolate lovers dream machines” are driving across the United States carrying the World’s Longest Hershey’s Kisses Plumes on their year-long fund-raising tour to gather signatures and donations in support of local children’s hospitals in the United States and Canada affiliated with Children’s Miracle Network (CMN).

The public is invited to add their signatures to the plumes by making a dollar (or more) donation to the Children’s Miracle Network. One-hundred percent of all donations raised will go directly to the children’s hospitals in the communities visited by the *Kissmobiles*. At the conclusion of the tour, the signature-filled plumes will be presented as a gift to the Children’s Miracle Network—with sections of the plume to be sent to all 170 CMN-affiliated children’s hospitals across North America.

“We’ve enjoyed our relationship with Hershey for more than 15 years and we are excited to have their continued support to help raise funds and awareness for Children’s Miracle Network,” said Clark Sweat, vice president marketing at CMN.

During 2002, the *Kissmobiles*, each accompanied by two “Chocolate Ambassadors,” will visit over 100 major North American cities, driving more than 100,000 miles.



The chocolate lover's dream machines are carrying sweetness around the country.

The public will have an opportunity to purchase postcards and other collectibles at various retailers and at local events—for a modest donation to CMN.

“The *Kissmobiles* are very popular with kids of all ages,” says Grace Thomas, marketing manager, Hershey Foods Corporation. “They create huge smiles and memories that will last a lifetime.”

“Hershey’s *Kissmobile* visits are enjoyed by both patients and staff members,” said Malia Finnegan, community relations/arts coordinator for Children’s Hospital & Health Center in San Diego. “They enjoy learning more about Hershey’s chocolate, having their picture taken in front of the *Kissmobile*, and receiving treats and postcards from your *Kissmobile* crew.”

The *Kissmobile* is equipped with a 45-inch, big screen TV, a DVD audio/video system complete with “*Kissmobile Kids Karaoke*.”

Children visiting the *Kissmobile* may play “The Great Kiss Race,” a computer-animated racing game, watch videos of how the *Kissmobile* was created, and view the magic of how Hershey’s Kisses chocolates are made.

In addition to its technical wizardry, the *Kissmobile* also has the capacity to store more than 230,000 Hershey’s Hugs and Kisses chocolates in a refrigerated compartment—that’s almost a ton of Hershey’s Kisses chocolates!

CMN is an international, non-profit organization dedicated to raising awareness and funds for children’s hospitals. CMN is affiliated with more than 170 children’s hospitals and hospital foundations in North America. Its goal is to ensure that each hospital provides treatment to all children regardless of a family’s financial status or ability to pay.

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