

CONTEST CORNER

The Search For “America’s Sweetest Mom”

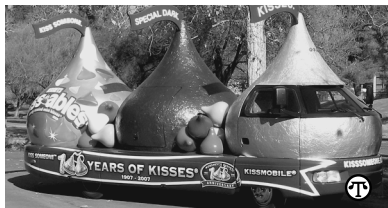
(NAPSA)—A 25th anniversary may be celebrated with silver, and a 50th anniversary merits gifts of gold. But there’s only one way to commemorate the sweet satisfaction of reaching a 100th anniversary: chocolate.

To celebrate the 100th anniversary of HERSHEY’S KISSES, two “Kissmobile” cruisers are traveling to small towns and large cities across North America in search of “America’s Sweetest Mom.”

At each Kissmobile destination, kids, husbands, friends and relatives alike are encouraged to nominate their special someone in the America’s Sweetest Mom contest. Moms are encouraged to nominate themselves as well. Contestants will have 60 seconds on video to share how they or their loved one uses HERSHEY’S KISSES to create magical moments.

In each city, one sweetest mom will advance to the nationwide contest and qualify for an opportunity to win:

- Mom’s “Sweet Story” Featured on a bag of HERSHEY’S KISSES;
- An all-expenses-paid trip for four to Hershey, Pa.; and



The Kissmobiles are on an anniversary mission, crisscrossing the country in search of “America’s Sweetest Mom.”

• An online feature at www.kissmobile.com.

In addition, the Kissmobile’s mission is to raise awareness and funds for Children’s Miracle Network hospitals. Over the past 11 years, the cruisers have raised more than a million dollars in donations by collecting at local retail outlets, events and general appearances. The public has an opportunity to help by purchasing plush dolls and other collectibles.

To learn more about the Kissmobile, to find an appearance near you or to learn about mail-in entries for the America’s Sweetest Mom contest, visit the Web site at www.kissmobile.com.