
Good News Department

On The Road To Raise The One Millionth Dollar

(NAPS)—A chocolate lover's dream machine may soon be rolling into your town to support a worthy cause.

Two Hershey's Kissmobile cruisers are traveling across America to share the message that, "Every kid deserves hugs and kisses...especially Hershey's Hugs and Kisses brand chocolates."

Over the past eight years, the cruisers have raised over half-a-million dollars for the Children's Miracle Network by collecting donations at retail locations and events.

This year the cruisers have taken on the challenge to raise the One Millionth Dollar!

Each cruiser comes equipped with a 42-inch, plasma flat screen TV, a DVD and sound system complete with karaoke.

In addition, the cruiser also has the capacity to store more than 230,000 chocolates in a refrigerated compartment—that's almost a ton of chocolates!

The tour features new interactive elements at retail locations and events. Fiesta del Kissmobile, a Hispanic-focused event site, features new activities, such as Dulce de Leche Kisses Karaoke, Hershey's Elegancita Kick Zone, Jolly Rancher Discoteque, Hershey's Miniatures Piñata Game, Hershey's Strike a Pose with Thalia and Create Your Own Kissmobile Craft.



A new tour supplies delicious chocolate and helps save children's lives.

Children's Miracle Network, the alliance of premier hospitals for children, is a nonprofit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals across North America.

Each year, the 170 Children's Miracle Network hospitals provide the finest medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind. To learn more, go to www.cmn.org.

Hershey Foods Corporation is the leading North American manufacturer of quality chocolate, confectionery and chocolate-related grocery products and has a variety of international operations.

For more information or a complete tour schedule, please visit www.hersheys.com or www.KISSMOBILE.com, or call 888.499.KISS.