



MEDIA ADVISORY

Grand Opening + “Plume” Cutting
[Click here to download café photos](#)

Media Contact:
NICOLE WOODS, IVCC
c | 484.343.0057
e | nwoods@phvisitorcenter.com

Independence Visitor Center Corporation Hosts Grand Opening Event of New Café by *Hershey’s Kitchens*

The café is the final element of the \$15 million Visitor Experience Improvement Project.

PHILADELPHIA, PA (May 24, 2019) – Independence Visitor Center Corporation (IVCC) is kicking off the busy tourist season by unveiling the final element of its multi-phase renovation project.

Hershey’s Kitchens is a new café experience created in collaboration with The Hershey Company and Event Network, which will offer locally sourced savory menu items and indulgent treats.

Media are invited to the **grand opening and giant “plume” cutting** (the ribbon on a *Hershey’s Kiss*):

- **WHEN: Wednesday, May 29, 10:30 a.m.**
- **WHAT: *Hershey’s Kitchens* Café Grand Opening & Plume Cutting**
PHOTO/TV/RADIO OPPORTUNITY:
Plume Cutting: Officials will cut a giant version of the beloved ribbon on a *Hershey’s Kiss*
Ceremonial S’mores S’moosh: The official debut of *Hershey’s* permanent s’mores station
Café Footprint: Stunning eatery with seating extending to a dedicated “trip planning” area
Retail Area: Custom souvenirs featuring *Hershey’s* brand and Philadelphia icons
Local Offerings: Freshly prepared and locally sourced salads, sandwiches, snacks
- **WHO:** Officials from each involved organization will give brief remarks about the project:
 - **Cynthia MacLeod**, Superintendent, Independence National Historical Park
 - **Sheila Hess**, City Representative, City of Philadelphia
 - **Suzanne Jones**, Vice President, The Hershey Experience
- **WHERE: *Hershey’s Kitchens* café**, located in [Independence Visitor Center, 599 Market St.](#)
- **WHY:** The **new café** is the final element of the **Visitor Experience Improvement Project**, the \$15 million renovation of **Independence Visitor Center**, which provides a first impression of the region for an average of **2.5 million visitors annually**.



###

About Independence Visitor Center Corporation (IVCC): The Independence Visitor Center Corporation (IVCC) is a Pennsylvania nonprofit, 501(c)3 organization, which operates in cooperation with the National Park Service, Visit Philadelphia, Philadelphia Convention and Visitors Bureau, the City of Philadelphia, and the Commonwealth of Pennsylvania. The IVCC manages the Independence Visitor Center, the official visitor center for the Greater Philadelphia Region. PHLvisitorcenter.com

About Event Network, Inc.: Event Network, Inc. is the leading operator of gift shops for cultural attraction stores, serving millions of guests every year. Through partnerships with art; science; natural history; children's and cultural museums; zoos; aquariums; gardens; iconic landmarks; and historic sites, Event Network extends and elevates the guest experience to achieve maximum retail potential. Event Network is committed to conservation and sustainable initiatives within its operations. EventNetwork.com

About Hershey: The Hershey Company, celebrating its 125th anniversary in 2019, is headquartered in Hershey, Pa., and is an industry-leading snacks company known for bringing goodness to the world through its iconic brands, remarkable people and enduring commitment to help children succeed. Hershey has approximately 16,500 employees around the world who work every day to deliver delicious, quality products. The company has more than 80 brands around the world that drive more than \$7.8 billion in annual revenues, including such iconic brand names as *Hershey's*, *Reese's*, *Kit Kat*, *Jolly Rancher*, *Ice Breakers*, *SkinnyPop* and *Pirate's Booty*.

For 125 years, Hershey has been committed to operating fairly, ethically and sustainably. Hershey founder, Milton Hershey, created the Milton Hershey School in 1909 and since then the company has focused on helping children succeed.