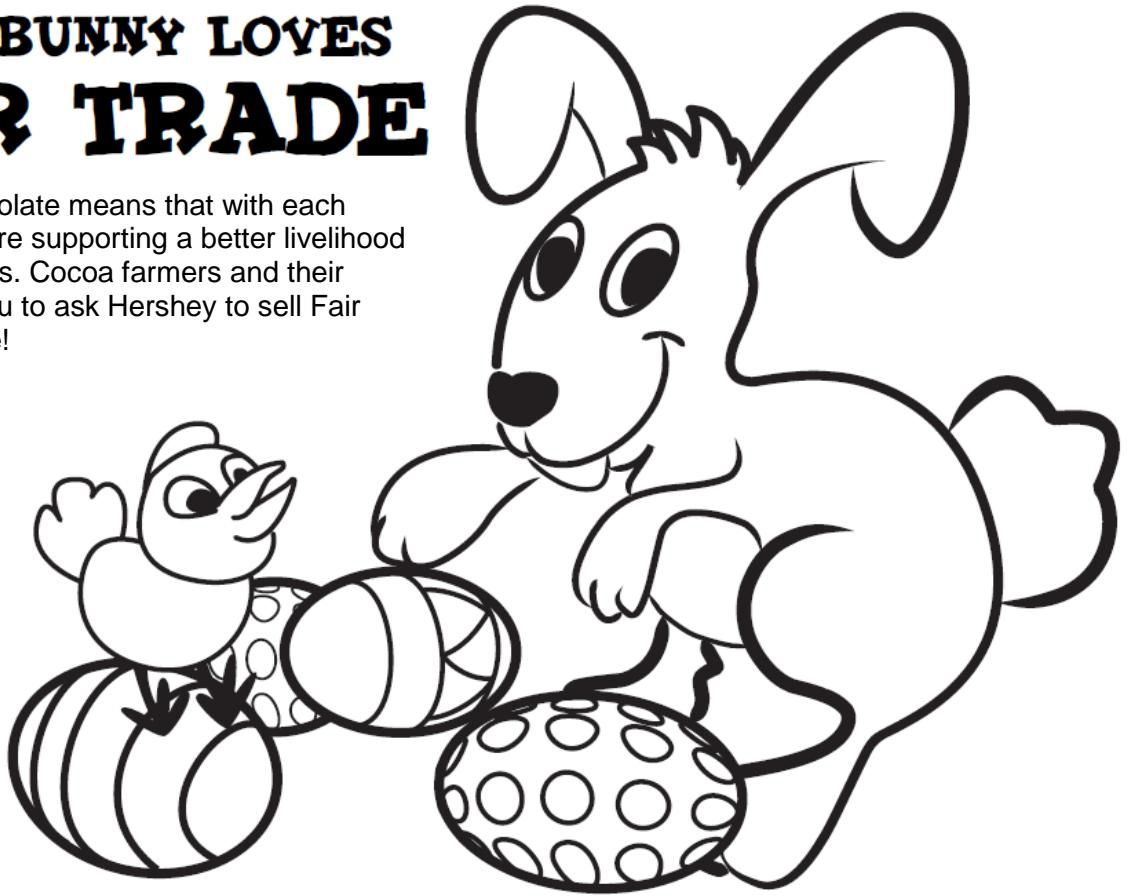


EVERY-BUNNY LOVES FAIR TRADE

Fair Trade Chocolate means that with each sweet bite you are supporting a better livelihood for cocoa farmers. Cocoa farmers and their families need you to ask Hershey to sell Fair Trade Chocolate!



Dear Mr. West,

Easter is a top-selling chocolate holiday, second only to Halloween. As my family and friends enjoy treats like Hershey's chocolate bunnies and Reese's chocolate eggs, we do not want child, forced or trafficked labor to be used to make our favorite seasonal chocolate products.

Hershey can be a leader in ensuring that the rights of workers and farmers are respected in the production of chocolate –from bean to bar. It's time for Hershey to "Raise the Bar" by tracing the sources of its cocoa and shifting toward Fair Trade Certified cocoa.

Easter is a time of renewal, rebirth, and liberation. Please make this a time of renewal and rebirth for Hershey as well, with a new commitment to the liberation of children from child labor in the cocoa fields.

Sincerely,

Name: _____

Age: _____

Please send to:
The Hershey Company
Attn: David West, CEO
100 Crystal A Drive
Hershey, PA 17003

Organized by the "Raise the Bar, Hershey!" Campaign
www.RaiseTheBarHershey.org