



National Wildlife Federation Hosts 6th Annual Great American Backyard Campout

*Families Nationwide Invited to Enjoy the Great Outdoors and
Sleep Under the Stars on June 26, 2010*

RESTON, Va. (June 7, 2010) — National Wildlife Federation (NWF) is inviting families nationwide to sign up for the sixth annual **Great American Backyard Campout**, on June 26, 2010. Thousands of people across the country will gather in backyards, neighborhoods, communities, and parks for the one-night event created to get kids and families outdoors to sleep under the stars. Participants can register for the Great American Backyard Campout by visiting www.greatamericanbackyardcampout.org.

“Whether camping in the great outdoors or in their own backyard, the Great American Backyard Campout is the perfect way for families to make lasting memories and will give them a better understanding of why it’s called the great outdoors,” says Karoline Hurd, Senior Manager of Events for National Wildlife Federation.

This year, American Girl is joining NWF as the national sponsor of the Great American Backyard Campout to help encourage families to connect with nature. Campout is an initiative that shares the same outdoor spirit as Lanie, American Girl’s 2010 Girl of the Year. As part of its sponsorship, American Girl is also inspiring girls and their families and friends to get outside through Lanie-inspired activities and campout events hosted by American Girl Place stores in New York, Chicago, and Los Angeles.

The Hershey Company is partnering with NWF to help make camping sweeter. Starting June 11, 2010, registered Campout participants will receive a coupon good for \$1 off the purchase of any *Hershey*[®]’s Milk Chocolate bar six-pack, perfect for creating *Hershey*[®]’s S’mores and making their campout a night to remember. Visit www.puresmores.com for S’mores making tips and additional information.

The Great American Backyard Campout serves as a national fundraising event for NWF by inviting people to secure sponsor donations for their campsite. The money raised will support the National Wildlife Federation’s *Be Out There* movement, which encourages parents to provide more unstructured outdoor play time for their children.



Families who register also will have access to free Campout games, nature activities, camping tips and campfire songs. For more information and to register visit www.greatamericanbackyardcampout.org.

National Wildlife Federation

National Wildlife Federation is the nation's conservation organization inspiring Americans to protect wildlife for our children's future. The organization focuses their efforts on finding solutions to global warming, protecting wildlife habitat, and connecting people to nature.

American Girl

American Girl Brands, LLC, is a wholly owned subsidiary of Mattel, Inc. (NASDAQ: MAT, www.mattel.com), the world's leading toy company. Since American Girl's inception in 1986, the company has devoted its entire business to celebrating the potential of girls ages 3 to 12. American Girl encourages girls to dream, to grow, to aspire, to create, and to imagine through a wide range of engaging and insightful books, age-appropriate and educational dolls and accessories, and unforgettable experiences. In meeting its mission with a vigilant eye toward quality and service, American Girl has earned the loyal following of millions of girls and the praise and trust of parents and educators. To learn more about American Girl or to request a free catalogue, call **1-800-845-005** or visit **www.americangirl.com**.

The Hershey Company

The Hershey Company (NYSE: HSY) is the largest producer of quality chocolate in North America and a global leader in chocolate and sugar confectionery. Headquartered in Hershey, Pa., The Hershey Company has operations throughout the world and more than 12,000 employees. With revenues of more than \$5 billion, Hershey offers such iconic brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, *Kit Kat*, *Twizzlers* and *Ice Breakers* as well as the smooth, creamy indulgence of *Hershey's Bliss* chocolates. Hershey is a leader in the fast-growing dark and premium chocolate segment, with such brands as *Hershey's Special Dark* and *Hershey's Extra Dark*. In addition, Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets such premium chocolate offerings as *Scharffen Berger* and *Dagoba*. For more than 100 years, The Hershey Company has been a leader in making a positive difference in the communities where we live, work and do business. The Milton Hershey School, established by the company's founder in 1909, provides a nurturing environment, quality education, housing, and medical care at no cost to children in social and financial need. The School is administered by the Hershey Trust Company, Hershey's largest shareholder, making



the students of Milton Hershey School direct beneficiaries of Hershey's success. Please visit us at www.hersheys.com.

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