

**HERSHEY'S**  
**Fund Raising**  
*Dream.  
 Reach.  
 Succeed.*

**HERSHEY'S**



**Save Labels,  
 Get FREE  
 STUFF  
 for Your School!**



*"When the country's leading pediatrics association, a broad coalition of organizations concerned with child welfare... a leading nutrition watchdog group, and a top medical journal article conclude that advertising practices are deceptive, exploitative, and harmful to the health and well-being of our children, there is reason for the nation to take notice."*

**Kelly Brownell, Ph.D., Author  
 Food Fight**



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**CAPTIVE KIDS: SELLING OBESITY AT SCHOOLS**

An ACTION GUIDE to Stop the Marketing of Unhealthy Foods and Beverages at School