

FOR IMMEDIATE RELEASE

***REESE’S* GOES ALL OUT FOR MOST OUTRAGEOUS FANS**

**HERSHEY, Pa., May 14, 2018** – After a much-anticipated wait, *Reese’s* latest innovation — *Reese’s Outrageous* Bars – are finally hitting store shelves! The new bar explodes with creamy *Reese’s* peanut butter, smooth caramel and crunchy *Reese’s* *Pieces* candy, all covered in rich milk chocolate. And to celebrate this launch – *Reese’s* is going all out for their most *outrageous* fans.

The *Reese’s* brand has some of the most loyal and outrageous fans. They have an unparalleled fandom, literally going to the extreme to show their love of the brand and incorporating the iconic peanut butter and chocolate into their everyday lives. In fact, one third of *Reese’s* fans say they eat a *Reese’s* product every day!1 What better way to celebrate the launch of *Reese’s Outrageous* Barsthan with our outrageous fans? We’re going all-out for some of our most passionate fans by taking their love of *Reese’s* to an outrageous level:

* When Jon Ernst from Ohio received his annual employee gift card from the grocery store, the choice was clear – he needed to spend it all on his favorite treat. So, he went to the *Reese’s* product aisle, cleared the shelves, filled up his [entire bathtub with his newly purchased *Reese’s*](https://www.reddit.com/r/pics/comments/320m7t/this_is_the_moment_i_knew_that_i_had_finally_made/)and…well, hopped in. When the *Reese’s* brand found out, we created an outrageous [*Reese’s* Oasis](https://share.agencyroad.com/message/bHskoa0cPMO4aas6dZm9Gc) in his backyard, including an entire swimming pool full of *Reese’s* product for his friends and family to enjoy.
* While writing a graduate school paper, Ivy Mitchell from Georgia had an undeniable desire for a *Reese’s* Peanut Butter Egg. On her drive to the grocery store to buy one, she chuckled to herself about how outrageous it was that she was driving all the way to the store to buy one *Reese’s* Egg. She then [tweeted about having *Reese’s* Eggs as her wedding cake](https://twitter.com/Ivy_Mitchell/status/850894741382324224), so we delivered an [outrageous Reese’s Egg cake of her dreams](https://share.agencyroad.com/message/Gh5RMFJadzFV4BvsrCluhx) to her door.
* Brad Whiteside from Texas created a [custom fridge to keep his *Reese’s* from melting](https://twitter.com/BradWhiteside/status/942942203315355648)in the Texas heat that actually dispensed *Reese’s* Miniatures through the ice maker! The brand loved the idea so much we decided to share Brad’s invention with the entire town and will drop an outrageous *Reese’s* refrigerator in the middle of Firewheel Town Center that will dispense free chilled *Reese’s* *Outrageous* Bars on Friday, May 18, in celebration of “I <3 *Reese’s* Day.”

“The *Reese’s* brand has the most passionate and outgoing fans in the world,” said Eric Bowers, *Reese’s* brand manager. “To celebrate the launch of *Reese’s* *Outrageous*, there is no better way than taking inspiration from our fans. We’re taking our fans’ passion to the next level, not only with this outrageous new product, but by re-creating their *Reese’s* fandom in epic ways.”

It’s not just the stories of Jon, Ivy and Brad we are highlighting. On Friday, May 18, to celebrate the new *Reese’s Outrageous* Bar and ‘I <3 *Reese’s* Day,’ the brand is inviting all fans, in the U.S. 18 years of age or older, to share their own acts of *outrageous* *Reese’s* fandom for a chance to win free product and a cash prize.\* With eight out of 10 people saying they like or love *Reese’s* products1, there are plenty of fans to get in on the action.

The first 100 qualified entries will receive a box of new *Reese’s Outrageous* Bars. All entries will be judged and one will be chosen by the brand to receive a year’s supply of *Reese’s* product and $10,000. Fans can post original photos and videos visualizing their outrageous *Reese’s* fandom on Twitter or Instagram using #ReesesOutrageous #Contest. The promotion will run from May 18 through June 1, 2018.\*

The new *Reese’s* *Outrageous* Bars are available nationwide in a 1.48 oz. standard bar (SRP $1.09), 2.95 oz. King-size (SRP $2.09) and a 10.5 oz. bag (SRP $3.89).

To learn more -   
Visit: [www.reeses.com](http://www.reeses.com)

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(1) Online survey of 1,749 Americans who say they love or like *Reese’s* candies, conducted between April 25th – 26th, 2018. The margin of error is +/-2.1%.

\***NO PURCHASE NECESSARY.** Open only to legal residents of the United States residing in the 50 United States or the District of Columbia, 18 years of age or older at time of entry. Void where prohibited.  Promotion begins at 12:00:01 AM ET on May 18, 2018 and ends at 11:59:59 ET on June 1, 2018. Visit [here](https://www.hersheys.com/reeses/en_us/contest-rules.html) for full official rules and other details, including entry method, entry requirements (including required hashtags), judging criteria and process, prize descriptions, and odds of winning.  Sponsor: The Hershey Company, 100 Crystal A Drive, Hershey, PA 17033.

**About The Hershey Company**

The Hershey Company, headquartered in Hershey, Pa., is a global confectionery leader known for bringing goodness to the world through its chocolate, sweets, mints and other great-tasting snacks. Hershey has approximately 18,000 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 $7.4 billion in annual revenues, including such iconic brand names as *Hershey's*, *Reese's*, *Hershey's* *Kisses*, *Jolly Rancher*, *Ice Breakers* and *Brookside*. Building on its core business, Hershey is expanding its portfolio to include a broader range of delicious snacks. The company remains focused on growing its presence in key international markets while continuing to extend its competitive advantage in North America.

At Hershey, goodness has always been about more than delicious products. For more than 120 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 giving underserved children the skills and support they need to be successful. Today, the company continues this social purpose through 'Nourishing Minds,' a global initiative that provides basic nutrition to help children learn and grow. From neighborhoods across the United States to the streets of Shanghai and Mumbai and villages of West Africa, our goal is to nourish one million minds by 2020.

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