



# COMMUNITY REPORT

2015-2016



# A LETTER FROM OUR PRESIDENT

The 2015-2016 *Hershey Bears*® season was bittersweet for me. At the start of the season, I announced my retirement following 34 wonderful years with this historic organization. The season was memorable as the team saw many achievements including being named the Eastern Conference - Exceptional Community Relations award recipient, earning the American Hockey League (AHL) Eastern Conference Championship title, and representing *Hershey The Sweetest Place On Earth*® in the Calder Cup Championships.

Throughout the year, I was not only in awe of our players and coaches on the ice, but also, off-ice. The group continuously exhibited the highest level of community service around the area. As the oldest continually operating franchise in the AHL, the *Hershey Bears* have developed a vitally important relationship with our community that dates back throughout our 78 seasons.

Our community goals are tied to the Corporate Social Responsibility (CSR) strategy of *Hershey Entertainment & Resorts* (HE&R) and Milton S. Hershey's legacy of giving back to the community. Our strategy allows us to be proud stewards of that legacy while making a positive impact in the communities where we live, work, and play.

This overview marks the organization's second annual Community Relations Report. This year, we are pleased to build on what we shared last year. Thank you for your ongoing support of YOUR *Hershey Bears* and thank you for the opportunity to be part of such sweet history.

A handwritten signature in black ink, appearing to read 'Doug Yingst', with a long horizontal flourish extending to the right.

**Doug Yingst, President & General Manager**  
*Hershey Bears*

# FOUR PILLARS OF THE BEARS' COMMUNITY SUPPORT



**ASSISTING PEOPLE  
IN NEED**



**HONORING  
OUR VETERANS**



**HELPING  
ANIMALS**



**SUPPORTING  
THE YOUTH**



# ASSISTING PEOPLE IN NEED

The *Hershey Bears* place great importance on giving back to those in need in our community because our founder, Milton S. Hershey, believed so strongly in offering a helping hand to those who needed it most.

## PINK THE RINK

The Bears collaborated with Mixed Up Productions during the game on Sunday, October 27 in support of Breast Cancer Awareness and raised **\$15,324.15** for the American Cancer Society.

## RUNNING FOR RACHEL NIGHT

In conjunction with Arooga's Sports Bar & Grille, the Bears helped to raise **\$8,522** for the Running For Rachel 5K Walk/Run.

## HOCKEY + HEELS

This event was created to educate women in the sport of ice hockey in a fun and engaging way. A portion of the proceeds went to the Pennsylvania Coalition Against Domestic Violence raising **\$2,500**.



# HELPING ANIMALS

We value our animal friends who mean so much and do so much for all those within our community.

## THE UDS DOG PROGRAM

*The Bears supported the program for the 13<sup>th</sup> season with the production of the 2016 calendar which helps to raise an average of \$15,000 for the organization.*



# HONORING OUR VETERANS

We honor the bravery of the men and women of the armed forces who act in such a selfless and courageous manner in protecting the citizens of this country.

## SEATS FOR SOLDIERS NIGHT

*Due to the generosity of our Season Ticket Holders, the Bears were able to distribute more than 800 game tickets to military personnel to enjoy a Hershey Bears game.*

## COPS FOR K.O.P.S

*The 10<sup>th</sup> annual charity game was hosted on the home ice of the Hershey Bears, Giant Center<sup>SM</sup>, and raised more than \$3,000 for KOPS (Keep Our Pipers Silent).*

# SUPPORTING THE YOUTH

Consistent with the legacy of our founder, we support our youth because we recognize that they are instrumental in creating a better community.

## TEDDY BEAR TOSS

*This fan-favorite home game promotional night saw 18,115 teddy bears tossed on the ice and then donated to local charities to benefit kids in our community.*

## HERSHEY JR. BEARS

*The Bears are instrumental in supporting and growing this non-profit organization that provides 400 young children with opportunities to enhance their hockey skills and learn about being part of a team.*



# HERSHEY BEARS 2015-2016 SEASON

## Community Efforts, By the Numbers

**\$38,000**

In Jersey Auction proceeds  
donated to nonprofits

**\$11,000**

In game day concourse  
space given to nonprofits

**12**

Local schools  
visited by players

**1**

Eastern Conference  
Championship

**18,115**

Stuffed animals collected  
during Teddy Bear Toss

**41**

Player/Coach community  
appearances

**6**

Children's  
Hospital visits



## CHILDREN'S HOSPITAL VISITS



#HBH