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**‘S’MORE’ FUN FACTS**

Since 1927, Americans have gathered around campfires to enjoy S’mores, a classic treat combining *Hershey*®’s Milk Chocolate, graham crackers and marshmallows. Today anytime is the right time for S’mores, and there’s no need for a special reason to make the delicious treat. After a ball game, on family movie night or when friends drop by for a visit – it doesn’t matter what the occasion, everybody loves S’mores.

- “S’more” originated from the combination of the words “Some More” as people could not get enough of the classic combination of gooey marshmallows, crisp graham crackers and *Hershey*’s Milk Chocolate Bars.
- The first printed record of a S’mores recipe appeared in a Girl Scout handbook in 1927.
- The Hershey Company makes more than 373 million *Hershey*’s Milk Chocolate bars a year. That’s enough *Hershey*’s Milk Chocolate Bars to make 746 million S’mores.
- August 10 is “National S’mores Day.”
- Americans buy 90 million pounds of marshmallows every year. During the summer months, 50 percent of them are toasted over the fire.
- Milton Hershey introduced the first *Hershey*’s Milk Chocolate Bar in 1900.
- The Hershey Company is the largest North American manufacturer of quality chocolate confectionery products.
- This summer, families are invited to capture and share their favorite S’mores memories on the *Hershey*’s brand Facebook page at [www.facebook.com/hersheys](http://www.facebook.com/hersheys) for a chance to win S’mores-themed prizes, as well as the grand prize package including a camera, photo printing gift card, outdoor fire pit, roasting skewers and all of the ingredients needed to make S’mores!
- S’mores recipes and tips are available at [www.puresmores.com](http://www.puresmores.com).

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