**The Hershey Company Youth Leadership Program**

The Hershey Company is seeking eight (8) Key Club members to join the pilot year of The Hershey Company Youth Leadership Program. These eight students, ***The Great 8***, will design and implement a new Key Club service project for The Hershey Company that promotes active play and access to play spaces for youth (grades K-6) and their families through Hershey's Track & Field Games local meets and community events.

***The Great 8*** (one from each Hershey's Track & Field Games program region) will be selected to participate in a year-long leadership program to develop a new service learning project for The Hershey Company and Key Club International. Selected Key Club members will develop skills and experience in program development and evaluation, event planning, media and public relations and communications.

**Requirements**

Key Club members who are Key Leader Graduates in their junior year of high school for the 2012-2013 academic year are eligible to participate in this program (excluding International and District Leaders).

Participants must commit to participate in monthly planning calls and/or email based assignments to:

- Create program name
- Generate family run, jump and throw games activities for Key Clubs to lead as a or at a local service program/event at a Hershey's Track & Field Games local meet
- Develop event planning Play Book for Key Clubs to lead local service program
- Serve as lead organizer for one pilot (test) event within your region in the month of April, 2013
- Help to evaluate the pilot event and make suggestions for improvements
- Refine the event planning Play Book based on evaluation feedback from the eight pilot events (one per region)
- Plan and attend the national program launch at Key Club International Convention in Washington, DC (July 3-7, 2013)

In addition to the monthly calls and/or emails, participants will:

- Attend and support local pilot (test) community events*
- Lead national program launch at Key Club International Convention in Washington, DC (July 3-7, 2013)*
- Participate in Key Club Apprentice Week in Hershey, PA (July 31-August 4, 2013) which includes:*
    - Meeting with The Hershey Company corporate executives,
    - Working with peers to evaluate the test pilot program and make recommendations to present to executives
    - Social activities such as visiting the Milton Hershey School, having fun at Hersheypark and volunteering at Hershey's Track & Field Games North American Final.

*All travel expenses, lodging, registration fees and meals will be paid for by The Hershey Company.

**Apprentice Timeline**

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| October 22, 2012: | Application Deadline of 11:00 pm EDT |
| Week of October 29, 2012: | Apprentice Finalists and Alternates notified |
| November 6, 2012: | Kick-off Call and brainstorming assignment |
| November 2012: | Hershey to share project and progress to date with Key Club Board |
| December 2012: | Draft event planning Play Book |
| January 2013: | Selection of one community per region for the pilot (test) event |
| | Refine event planning Play Book |
| February 2013: | Work with pilot (test) communities to support event plans |
| March 2013: | Work with pilot communities to promote events |
| | Work with Hershey team and PR agency to plan media coverage for pilot communities |
| April 2013: | Attend and support successful pilot community events |
| | Begin planning for ICON national media launch of service program |
| May 2013: | Evaluate pilot events and refine Play Book |
| | Continue planning for ICON national media launch |
| June 2013: | Finalize plans for ICON national media launch |
| July 2013: | Attend ICON and celebrate national media launch of program |
| August 2013: | Participate in Apprenticeship Week in Hershey, PA (July 31 – August 4, 2013) |