

# Cocoa Camp

## Audience:

Families, children and teenagers (12-22)

## Client:

Hershey Entertainment and Resorts

## Purpose:

To provide a family-friendly, active and outdoors alternative to the park that Hershey Park doesn't currently have. We also want to make Hershey Entertainment and Resorts money.

## Project Description:

It is called "Cocoa Camp" where park-goers can enter through the Cocoa Campgrounds and learn about the origins of the Hershey Family. Then, they will be led through a trail leading to a separation in the mountainside. Depending on which category they fit in, the cave will lead them in to either a candy wonderland or a candy-nature land. Both lands contain a wide variety of outdoor activities like rope obstacle courses, wall climbs, etc. Between the two lands will be a giant

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Hershey's Kiss where the rest/food area is located. Here, people can get their fill of refreshments.

### Opportunities:

This project provides Hershey with an active and healthy alternative to the park for those who either love Hershey but not the roller coasters or those families who are health and fitness oriented.

### Backstory:

A group of four friends went hiking in the woods and set up camp inside our expansion area. They nicknamed it "Cocoa Camp" since the land was surrounded by cocoa trees. One day, one of the campers went hiking around the edge of the nearby mountain side and discovered this huge separation in the side of the mountain and found a little passage way in the opening. They group up and walk through the crevice together and discover a vast candy land filled with Hershey-brand characters living in delicious harmony.

The Hershey people were surprised and hesitant at first to accept these four foreign visitors to their lands. However, the four friends showed them that they meant no harm. The friends learned that the reason they are so secluded from the rest of civilization is that they are afraid of having their way of life

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change as well as potentially being eaten. When the friends learned about their viewpoints of humanity, they were determined to try and change their minds.

Together, the group of friends and the Hershey people created this theme park in their lands with a wide variety of outdoors attractions that people could come and enjoy as they please. This was to help the Hershey people better understand the different natures of humans and how not all of them are ravenous, candy-eating savages. It would also help introduce the outside world to the Hershey people's ways of life and traditions as well as keep themselves and their lands protected.