

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

August 29, 2008

Date of Report (Date of earliest event reported)

The Hershey Company

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

1-183

(Commission File Number)

23-0691590

(IRS Employer Identification No.)

100 Crystal A Drive, Hershey, Pennsylvania 17033

(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code: (717) 534-4200

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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INFORMATION TO BE INCLUDED IN REPORT

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers

On September 2, 2008, The Hershey Company (“Company”) announced that its Board of Directors (“Board”) increased the size of the Board from nine to ten members and elected David L. Shedlarz a director, effective August 29, 2008. Mr. Shedlarz will serve on the Audit Committee.

Mr. Shedlarz will be compensated for his service on the Board in accordance with the Company’s Directors’ Compensation Plan. There are no transactions that require disclosure pursuant to Item 404(a) of Regulation S-K as a result of the election of Mr. Shedlarz to the Board.

A copy of the Company’s press release is filed herewith as Exhibit 99.1.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Company has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: September 3, 2008

THE HERSHEY COMPANY

By: /s/ Burton H. Snyder
Burton H. Snyder,
Senior Vice President,
General Counsel and Secretary

EXHIBIT INDEX

Exhibit No.

Description

99.1

The Hershey Company Press Release dated September 2, 2008

**DAVID L. SHEDLARZ ELECTED TO THE HERSHEY COMPANY'S
BOARD OF DIRECTORS**

HERSHEY, Pa., Sept. 2, 2008 — The Hershey Company (NYSE: HSY) today announced the election to its Board of Directors of David L. Shedlarz, former Vice Chairman of Pfizer Inc., effective August 29, 2008.

“We are pleased to have a leader of David’s caliber join the Board,” said Kenneth L. Wolfe, Chairman of the Board of Directors, The Hershey Company. “His experience in strategic planning, innovation, manufacturing and global growth will be of immense value to The Hershey Company as we continue to build on our momentum in the marketplace.”

Shedlarz retired in 2007 as Vice Chairman of Pfizer Inc., the world’s largest research-based biomedical and pharmaceutical company. He served as a member of the Pfizer Executive Leadership Team and was focused on helping set the strategic course of the company and investing in new medical therapies and approaches to health care. Shedlarz had responsibility for Pfizer’s business development and licensing, strategic planning, procurement, information technology, business innovation, facilities, Pfizer Global Manufacturing and Pfizer Animal Health.

Shedlarz joined Pfizer in 1976 as a senior financial analyst in the Pharmaceutical Division. He served as a financial manager and controller of Marketing, Sales and Production in the Diagnostics Division and was promoted to Vice President of Finance for the U.S. Pharmaceuticals Group. Shedlarz was elected Pfizer Inc. Vice President of Finance in 1992, Chief Financial Officer in 1995, and Executive Vice President in 1999. He was named Vice Chairman in 2005.

Shedlarz is a member of the TIAA Board of Trustees, and the board of directors of Pitney Bowes, Inc. He also is a Trustee of the International Accounting Standards Committee Foundation.

Shedlarz earned his M.B.A. in finance/accounting from Stern School of Business, New York University, in 1975, and a bachelor’s degree in economics/mathematics from Oakland/Michigan State University in 1970.

About The Hershey Company.

The Hershey Company (NYSE: HSY) is the largest North American manufacturer of quality chocolate and sugar confectionery products. With revenues of nearly \$5 billion and almost 13,000 employees worldwide, The Hershey Company markets such iconic brands as *Hershey’s*, *Reese’s*, *Hershey’s Kisses*, *Kit Kat*, *Twizzlers* and *Ice Breakers*. Hershey is the leader in the fast-growing dark and premium chocolate segment, with such brands as *Hershey’s Bliss*, *Hershey’s Special Dark*, *Hershey’s Extra Dark* and *Cacao Reserve by Hershey’s*. Hershey’s *Ice Breakers* franchise delivers refreshment across a variety of mint and gum flavors and formats. Hershey’s partnership with Starbucks offers a premium chocolate experience that combines the highest-quality chocolate with Starbucks coffee-house flavors, for a range of delicious and distinct chocolate products. In addition, Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets such premium chocolate offerings as *Scharffen Berger*, known for its high-cacao dark chocolate products, *Joseph Schmidt*, recognized for its fine, handcrafted chocolate gifts, and *Dagoba*, known for its high-quality natural and organic chocolate bars. Visit us at www.hersheynewsroom.com.

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