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## THE HERSHEY'S COMPANY TO MAKE LA COOKIE CON ITS ONLY LOS ANGELES STOP DURING ITS S'MORES "HEARTWARMING THE WORLD" TOUR

*Pomona, CA, February 4, 2020...*As the West Coast's largest baking and sweets convention, [LA Cookie Convention & Sweets Show](#) is thrilled that the [Hershey Company](#) thinks so too. The sixth annual convention will be held at the Pomona Fairplex 1101 West McKinley Avenue in Pomona, CA on February 29th and March 1<sup>st</sup> from 9am – 5pm. This will be the second stop of the Heartwarming Tour and the only stop in Los Angeles County. Attendees will have a chance to visit HERSHEY'S activation center for heartwarming S'mores with their friends and family.



"We are honored to include HERSHEY's as part of our lineup for our 10,000 sweets enthusiasts throughout the weekend," said Todd Tei, CEO and owner of LA Cookie Con & Sweets Show. "The show grows every year and this opportunity with HERSHEY's is an indication of their confidence in our event," he said.

The show gathers renowned bakers, *Food Network* celebrities like **Duff Goldman**, **Ron Ben-Israel** and **Audrey Dunham** as well as Porsha Kimble and Malia Brauer. Nationally loved brands and popular local vendors will be exhibiting and selling their gorgeous cakes, cookies, brownies and candies. Guests enjoy two days of tastings, baking classes, activities

for children and more. Duff Goldman and Ron-Ben Israel will be on the main stage offering live demonstrations and hands-on workshops and will be available for meet-and-greets and photo opportunities afterwards with their fans.

The HERSHEY'S one-of-a-kind marketing tour from February – September, will showcase how S'mores melts the distance between people while building connections, resilience and empathy. Each stop on the tour will reinforce the company's focus on making a difference in a child's well-being.

Fun for the whole family, the [LA Cookie Con](#) Kids Zone will offer free face painting, cookie decorating, balloon art, pancake art, crafts and games. **Tickets are available** on [Eventbrite](#).

**About LA Cookie Con and Sweet Show:**

LA Cookie Con & Sweets Show features over 170 vendors from local bakeries to national favorites, making it the West Coast's largest sweets and baking convention. Major past sponsors include Wilton, Disney, Baileys Irish Cream, MedMen, *Cupcakes Magazine*, Num Noms, *Food and Beverage Magazine* and Paasche Airbrush Company.

For more information, visit [www.lacookieconvention.com](http://www.lacookieconvention.com)

Media Inquiries: For additional information about LA Cookie Con & Sweets Show, please contact Ayia Alfagir at 909-910-3379.