



Hess Toy Truck to Celebrate 50th Anniversary

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NEW YORK, Aug. 19, 2014 /PRNewswire/ -- Hess Corporation today announced plans to celebrate the much anticipated 50th Anniversary of the Hess Toy Truck during the upcoming holiday season.

In keeping with its annual tradition, Hess will unveil the 50th Anniversary Hess Holiday Toy Truck this fall, with online pre-ordering and free shipping available at <http://hesstoytruck.com/> starting October 2. It will also be available for purchase starting November 14 at participating Hess, Hess Express and WilcoHess retail stores on the East Coast and online with free shipping at <http://hesstoytruck.com/>. Starting in 2015, all Hess Toy Trucks will be sold exclusively online.

To mark the golden anniversary of the Hess Toy Truck collection, Hess will also offer separately, a limited-production, individually numbered Collector's Edition Toy Truck – a first in the collection's history. It will go on sale October 2 exclusively online with free shipping at <http://hesstoytruck.com/>. Details on the Collector's Edition Hess Toy Truck and 2014 Holiday Toy Truck will be revealed later this year.

Hess Toy Truck collectors and enthusiasts will be able to celebrate the 50th anniversary by visiting a new Hess Toy Truck Mobile Museum that will tour the U.S. East Coast and showcase the entire collection of holiday Hess Toy Trucks and memorabilia. Full details about the Hess Toy Truck Mobile Museum will be announced later in the year at <http://www.hesstoytruck.com/>.

To stay up to date with the company's plans for the 50th Anniversary celebration and Hess Toy Truck announcements, look for more information and sign up for Hess Toy Truck alerts at <http://www.hesstoytruck.com/>. The updated website now features 3D renderings and toy sounds, all the Hess Toy Truck commercials from over the years, and social discussion boards where fans can share their Hess Toy Truck memories.

To take part in the anniversary celebration, visit www.facebook.com/hesstoytruck and on Twitter at [@HessToyTruck](https://twitter.com/HessToyTruck).

The Hess Toy Truck has been a holiday tradition since 1964 and is one of the longest running toy brands on the market. For a complete list of Hess Toy Trucks through the years and to find your nearest Hess locations or order online, please visit: www.hesstoytruck.com.

SOURCE Hess Corporation

Website: <http://www.hesstoytruck.com/>

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