



Hess Announces Special Collector's Edition Toy Truck

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NEW YORK, Sept. 23, 2014 /PRNewswire/ -- In honor of the Hess Toy Truck's 50th anniversary, Hess Corporation is releasing the first-ever Collector's Edition Hess Toy Truck, an individually numbered tanker truck with a replica of the original 1964 tanker trailer inside. The Collector's Edition, which is limited, will be sold exclusively online at <http://www.hesstoytruck.com/> starting October 2 for \$45.99 – with Energizer® batteries and free shipping.

The Collector's Edition will feature a green tanker truck with chrome detailing and yellow and red accents in a commemorative display box. The truck will include more than 100 working lights and a hinged back door that will give access to the 1964 replica.

In addition to the Collector's Edition Hess Toy Truck, the 50th Anniversary Hess Holiday Toy Truck, which officially marks the major milestone of the collection, will be available to pre-order online starting October 2 at <http://www.hesstoytruck.com/>. It will go on sale at participating Hess, Hess Express and WilcoHess retail stores starting November 14 for \$29.99 – with Energizer® batteries and free shipping for online orders.

In addition to the two toy trucks, the Hess Toy Truck is a finalist for the National Toy Hall of Fame, which was announced this week. The toy truck could be inducted this year into its prestigious halls, located at The Strong museum in Rochester, NY, where Hess will launch its 7-week Hess Toy Truck Mobile Museum tour November 1.

For the latest details about the toy trucks and the 50th anniversary celebration, please visit <http://www.hesstoytruck.com/>.

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