



# HERSHEY JR. 'BEARS'



## NEWSLETTER

### HJB Girls Hockey Is Back!

Inaugurating their debut 2025-2026 season (since 2018), the Hershey Junior Bears Girls 19U team is back and represents a landmark achievement in local youth hockey. Founded through the vision and dedicated efforts of Coaches Josh Nelson and Swede Farling, the program successfully drew a diverse roster of talent, with players that are local to Hershey to those making the dedicated trek from State College and afar.



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# HJB 19U All Girls Team

What sets this team apart isn't just their stats—it's their chemistry. Off the ice, the girls have built a sisterhood through unique team-bonding experiences, from horseback riding and scavenger hunts to their signature locker room tradition: belting out Disney anthems in unison.

A few players added a few thoughts about the team with one stating, "We make fun of each other, argue, and laugh but at the end of the day I know they all got my back" - Rebecca Lucy

While Emma Hiles comments, "I admire the love and support that every girl on this team has! "

Each player brings a unique personality and specialized skill set to the roster, creating a collective force. Their success is a testament to the fact that while individual talent is great, it is their unwavering teamwork that is carrying them toward the finish line.

Keep an eye on these girls as they continue their push for the 2026 playoffs!



Coach Swede Farling had coached his daughter and the girls team her first year of mites many years ago.



Coach Josh Nelson has coached HJB 19U team years prior when his oldest daughter was part of the program for her senior year of HS during the 2017-2018 season. After that year, there has not been another 19U team so Coach Nelson was glad to bring back the girls team to Hershey.

- Danelle Nelson contributed to this story. She is also their team manager.

If you have a story suggestion or would like to feature your team, coach, or one of your players, email [rex.burman48@gmail.com](mailto:rex.burman48@gmail.com).

# Holiday Spirit

## 8U/Mites



8U mites (minus our Lyra) celebrated the holidays at Laser Landing – where the friendly rivalry between parents and players quickly turned competitive. The kids brought the energy, the parents brought the strategy... and yes, the parents dominated!

Photo courtesy of Kristen Long

## 14U/Bantam National



The 14UA National Team participated in their version of the Outdoor Classic 2025 – pitting the Hershey Jr Bears vs Palmyra Black Knights 13UAA team on a blustery Sunday night game in Schwenksville, PA. Your Bears skated away with the win and a 4-0 shutout for Evan Long!

Team photo (credit : Janelle Burger); Fans vantage point (credit: Casey Foutz)

# Holiday Spirit

## 16U/Midget American

Friends and teammates get together to close out 2025 with some silliness during a New Year's Eve skate and after party at Hersheypark Arena.



## 19U Girls



The 19U Girls team celebrate the holidays with a team gift exchange. Photo courtesy of Danelle Nelson.


























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# Sponsorship Opportunities!

Greetings from the Hershey Jr. Bears!

Not for profit programs like ours would not exist without support from our families and members of the community like you, and we sincerely hope you will consider supporting us now.

It is no secret to members of the hockey community that youth sports, especially hockey, are becoming very expensive. Large corporations are being formed to take over youth sports, trying to capitalize on players and parents' desire to play the game they love, sending prices even higher and leaving the average players' experience lacking. Through generous support, the Hershey Jr. Bears can continue to operate in the Central PA area while keeping costs down and expanding our organization's programs.

Hershey Jr. Bears Annual Sponsorship Levels						
	MVP Sponsor 1 or 2 Available \$10,000	Play-Maker Limited Quantity \$5,000	Hat Trick \$3,000	Shutout \$1,000	PowerPlay \$750	Top Shelf \$500
Helmet Stickers for all HJB Players						
2 Dashboard Ads at HersheyPark Arena						
4 Tickets to Hershey Bears Game						
Concourse Advertisement at HersheyPark Arena						
4 HersheyPark Day Passes						
2 Mite Dashboard Ads at HersheyPark Arena						
Logo on Jersey for one House Team						
Company Link/Logo on HJB Website						
Social Media Promotion & Spotlight						

 Indicates inclusion in package

# Sponsorship Opportunities!

We kindly encourage you or your company to look at our sponsorship opportunities for the 2026-2027 season. If you have additional questions or would like to offer alternative ways of helping our organization, please visit our [sponsorship page](#).



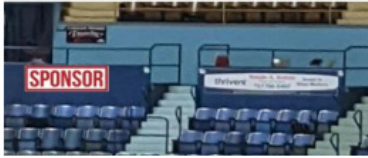
## **Helmet Sticker for all HJB Players**

Be just like the Big Bears, except with hundreds of players in the Hershey Jr. Bears organization. Your brand will be seen by thousands while our kids play hockey up and down the east coast.



## **HersheyPark Arena Dashboard Advertisements**

Show off your business all year at the HersheyPark arena home of the Hershey Jr. Bears. Additionally, the Arena is home to the Lebanon Valley College Men's and Women's teams as well as the Hershey Cubs junior hockey program where your business will be viewed by thousands each year.



## **HersheyPark Arena Concourse Advertisements**

Similar to the dashboard advertisements, these concourse advertisements will be seen by thousands at the Arena. Visibility in one of the most historical arenas in all of hockey.



## **Mite Dasherboards Advertisements at HersheyPark Arena**

Used by our youngest players to split the ice surface in to two manageable playing surfaces for our little boys and girls. Used a few dozen times during the year these boards provide safety for our players and potential exposure for your business.

## **Logo on House Team Jersey**

Our in House program is one of the longest running in the country and is continuing to grow. Your logo will be displayed prominently on the chest and back of the jersey for which these players not only wear them to games and practices but also show off their team pride all around central PA.



# Our Sponsors

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