

Funworld

Reese's Cupfusion

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Hersheypark Hershey, Pennsylvania

Hersheypark this season opened the doors to “Reese’s Cupfusion,” a world where guests become secret agents on a mission to protect Reese’s Peanut Butter Cups. Riders ensure the security of the Crystal Cup, the source of the Cups’ power, at a factory that runs on Reese’s Spirit. Commander Cup trains the agents to thwart attempts by Mint the Merciless and The League of Misfit Candy to steal the Cup.

“Our goal with ‘Reese’s Cupfusion’ was to create a sweet, full-sensory adventure for the entire family,” says Quinn Bryner, director of public relations and strategy at Hershey Entertainment & Resorts. “This is a ride where the story and game work together to elevate the guest experience. We couldn’t have had that success without the collaboration with Sally Corporation and Raven Sun Creative.” The project team also included Pure Imagination, Alterface, Artistic Contractors, Techni-Lux, and Commerce Color.

“We hope our first story-based attraction with multiple ways to play encourages guests to ride ‘Reese’s Cupfusion’ all year,” says Vikki Hultquist, general manager, attractions and entertainment at Hershey Entertainment & Resorts.

Louis Alfieri, principal and chief creative officer at Raven Sun Creative, calls the ride one of “the most interactive gaming attractions in the world.” It is “intentionally kinetic and multilayered to drive constant levels of discovery.”

Bill Kivi, Sally Corporation designer and on-site show director, agrees. “We do this by delivering an experience that has more targets than any other in the world; 4K real-time CG animated games on 10 massive screens; laser projectors; 190 physical interactive targets (many of them animated); chocolate, cinnamon, and bubble gum smells; upbeat music; onboard audio; and great new characters.”

Agents board futuristic, four-passenger vehicles. Riders power the factory and tackle intruders by aiming their “amplifiers” at targets—including Easter eggs—throughout the ride. Cooperative group play unlocks bonus points. Around 500 people an hour can enjoy the five-minute experience. Guests can try to beat their score with every ride to become a Reese’s Legend in the Hall of Fame.

“Reese’s Cupfusion” works with Hersheypark’s new guest platform, HPGO, which connects a radio-frequency identification (RFID) wristband with the Hersheypark app. It facilitates Fast Track access and allows guests to view ride stats and ride photos.

“Dark rides have the benefit of being open in all types of weather and through all of our seasonal events,” says Bryner. “As with everything we add to Hersheypark, we want families to enjoy riding and creating memories together.”

The “Reese’s Cupfusion” mission extends to the area outside the attraction, with rethemed kiddie rides, retail spaces, and refreshment outlets, as well as a chance to meet new characters.

“Reese’s Cupfusion” celebrates “the public’s love of Hershey’s iconic brands and our shared roots with The Hershey Company,” says Bryner.