

FOR IMMEDIATE RELEASE



**IRONMAN RENEWS SPONSORSHIP AGREEMENTS WITH MCKEE FOODS, LITTLE DEBBIE AND SUNBELT BAKERY FOR IRONMAN CHATTANOOGA & IRONMAN 70.3 CHATTANOOGA TRIATHLONS**

*Collegedale, Tenn. bakery commits to multiple year partnerships*

**TAMPA, Fla./COLLEGEDALE, Tenn.** (June 5, 2018) — IRONMAN, a Wanda Sports Holdings company is proud to announce that Little Debbie® snacks and Sunbelt Bakery® have renewed their title sponsorships of two of IRONMAN's most popular North American races — Little Debbie® IRONMAN® Chattanooga and Sunbelt Bakery IRONMAN 70.3® Chattanooga.

“Through our partnership with these brands, we have helped change countless lives through the sport of triathlon,” said Stuart Selig, EVP of Global Partnerships at IRONMAN. “We are excited to continue our work together with McKee Foods as we continue to provide top notch events in the great state of Tennessee.”

In just a few years, Chattanooga's two triathlon races have become key events among IRONMAN triathletes and local residents who volunteer with the races. Chattanooga is one of a few cities who have hosted an IRONMAN triathlon, an IRONMAN 70.3 race and an IRONMAN 70.3 World Championship in the same year.

“McKee Foods is pleased to sponsor the IRONMAN and IRONMAN 70.3 races here in Chattanooga for another five years,” said Mike McKee, president & CEO of McKee Foods. “We have been very happy with the support from the community surrounding these events. But probably the most exciting thing for me personally is to see how many of our employees participate both as athletes and volunteers. Our employees and close family have represented more than 40 IRONMAN participants, and more than 140 IRONMAN 70.3 participants. Our employee family has provided hundreds of volunteers for the events. In some cases, the preparation for the race resulted in long-term and positive lifestyle changes. As we continue to see high community and employee engagement, we decided to continue our support.”

For more information on Little Debbie Snacks, visit [www.littledebbie.com](http://www.littledebbie.com). For more information on Sunbelt Bakery visit, [www.sunbeltbakery.com](http://www.sunbeltbakery.com). For more information on McKee Foods, visit, [www.mckeefoods.com](http://www.mckeefoods.com)

For more information on the IRONMAN brand and global event series, visit [www.ironman.com](http://www.ironman.com). For media related inquiries, please contact [press@ironman.com](mailto:press@ironman.com).

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**About IRONMAN**

A Wanda Sports Holdings company, IRONMAN operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, the Rock 'n' Roll Marathon Series®, Iron Girl®, IRONKIDS®, International Triathlon Union World Triathlon Series races, road cycling events including the UCI Velothon® Series, mountain bike races including the Absa Cape Epic®, premier marathons including the Standard Chartered Singapore Marathon, and other multisport races. IRONMAN's events, together with all other Wanda Sports Holdings events, provide more than a million participants annually the benefits of endurance sports through the company's vast offerings.

The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world's most challenging endurance races. Beginning as a single race, IRONMAN has grown to become a global sensation with more than 200 events across 50 countries. For more information, visit [www.ironman.com](http://www.ironman.com).

#### **ABOUT THE LITTLE DEBBIE BRAND**

McKee Foods' Little Debbie brand is America's No. 1 selling snack cake and is increasing its presence in the breakfast pastry and cookie categories. More than 138 billion Little Debbie® snacks have been sold since 1960 in the United States, Canada, Mexico, Puerto Rico and on U.S. military bases worldwide. Every week, Little Debbie® snacks are baked fresh and delivered from our bakeries to your communities — that's why they're so fresh tasting. Local independent distributors, who are members of your communities, ensure that the freshest products are available in your stores. In fact, you'll find our quality pledge and our guaranteed fresh date on every package. Visit [www.littledebbie.com](http://www.littledebbie.com) for more information. You can also find us on Facebook and Twitter.

#### **ABOUT MCKEE FOODS CORPORATION**

McKee Foods, a family bakery with annual sales of about \$1.3 billion, is a privately-held company based in Collegedale, Tenn. The McKee Foods story began during the height of the Great Depression when founder O.D. McKee began selling 5-cent snack cakes from the back of his car. Soon after, he and his wife, Ruth, bought a small bakery on Main Street in Chattanooga, Tenn., using the family car as collateral. Today, the company employs more than 6,250 people in Collegedale, Tenn.; Gentry, Ark.; Stuarts Draft, Va.; and Kingman, Ariz. It creates and produces Little Debbie® snacks, Drake's® cakes, Sunbelt Bakery® snacks and cereals, Heartland® brands and Fieldstone® Bakery food products. Visit [www.mckeefoods.com](http://www.mckeefoods.com) for more information.

#### **ABOUT SUNBELT BAKERY**

McKee Foods, a family-owned company based in Collegedale, Tenn., introduced the Sunbelt brand in 1982. The Sunbelt Bakery brand includes cereal and snack products, such as chewy granola bars, fruit and grain cereal bars, and cereals.