

**For Immediate Release:
April 6, 2016**

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**Outdoor Happiness Movement Announces Off-Road Trails in Gunlock Park
*McKee Foods Proudly Supports Trail Development for All Levels of Bikers***

Marietta, Ohio; Collegedale, Tenn. — McKee Foods and the Outdoor Happiness Movement announce today that entry-level bikers will soon be able to conquer off-road trails in Gunlock Park, thanks to the development of new off-road trails. Fifteen years ago, the park was restored to provide natural habitat for wildlife. Since then, the area's trees have grown to provide a nice canopy for trail use. Now, with the help of McKee Foods, the 24-acre expanse of rolling terrain will be transformed to include multiple beginner-level off-road trails to help casual bikers transition from paved paths to more rugged surfaces around Marietta.

"Through the development of these trails, families will be able to stay healthy and spend quality time outdoors together," said Chris McKee, executive vice president of Marketing & Sales at McKee Foods. "That's what OH! – the Outdoor Happiness movement's mission is all about."

Joe A. Matthews, mayor of Marietta, stated, "Just as McKee Foods pioneered the baking and distribution of individual pastries during the Great Depression, it's appropriate that Marietta, as Ohio's first city, pioneer the first paved bicycle pump track in the state. And thanks to McKee Foods' OH! – the Outdoor Happiness movement funding, we have accomplished just that. With McKee Foods' generous investment in our city, we have created an outdoor exercise destination that will benefit the health and enjoyment of our residents for generations to come. We couldn't be more thankful."

Andy Coleman, development director for the city of Marietta, added, "From the beginner to the expert to the casual observer, the McKee Foods bicycle pump track provides endless outdoor happiness to the citizens of Marietta."

People interested in learning more about the movement can visit OutdoorHappinessMovement.com to hear about upcoming projects across the U.S. Visitors to the site can also make a pledge to go outside, have fun and find what makes them happy.

About OH! – the OUTDOOR HAPPINESS MOVEMENT:

McKee Foods is committed to helping communities across the country enjoy an active outdoor lifestyle by partnering with organizations that make public greenways, trails and parks available. We believe that these green spaces provide opportunities for outdoor activity that ultimately lead to a fun and active lifestyle. McKee Foods, owned and operated by the McKee family, has committed to donate more than \$1 million over the next five years in an initiative called OH! – the Outdoor Happiness Movement. OH! – the Outdoor Happiness movement represents a long-standing tradition in the McKee family in that since 2009, it has given more than \$2.8 million to support the creation and preservation of parks, greenways and other outdoor spaces. For more

information, or to join McKee Foods in its mission to get the country outside, please visit OutdoorHappinessMovement.com.

About McKee Foods:

McKee Foods, a family bakery with annual sales of about \$1.4 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, failing bakery, using the family car as collateral. Today, the company employs more than 5,750 people in Collegedale; Gentry, Ark.; Stuarts Draft, Va.; and Kingman, Ariz. It creates and produces Little Debbie® Snacks, Drake's Cakes, Sunbelt Bakery® snacks and cereals, and Heartland® and Fieldstone™ Bakery food products. Visit mckeefoods.com for more information.