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MCKEE FOODS AND THE OUTDOOR HAPPINESS MOVEMENT COMPLETE PEDESTRIAN PLAZA
Iowa project offers safe, scenic passage for area students, public

Collegedale, TN; Indianola, IA – McKee Foods helped create some outdoor happiness at Simpson College in Indianola, Iowa. As part of the company's Outdoor Happiness Movement, McKee Foods contributed \$20,000 to the Pedestrian Plaza project. The new plaza runs straight through campus, offering a safe and scenic passage between classes for students. It also connects surrounding communities with a pedestrian bridge and is open to the public for special events and recreation.

"Our goal is to create new green spaces and refurbish smaller community spaces that can significantly contribute to the overall happiness of residents in cities and towns nationwide," said Chris McKee, executive vice president of marketing and sales for McKee Foods.

"The Pedestrian Plaza has been a wonderful addition to the Simpson College campus," stated Chris Goodale, assistant vice president for college advancement. "Our students enjoy the beautiful space, and it has made traversing our campus a great deal safer."

The community has benefited from this new space as well. "Many times when I am walking across campus," Goodale said, "I will see young families or grandparents with kids on bikes and in strollers using the Pedestrian Plaza. It is truly a blessing."

This is just one of the Outdoor Happiness projects going on around the country. To find out about others, check out OutdoorHappinessMovement.com. Visitors to the site can also make a pledge to go outside, have fun and find what makes them happy. For each person who takes the pledge, McKee Foods will donate additional funds above the \$1 million state project commitment.*

About 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 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 a five-year period in an initiative called the "Outdoor Happiness (OH!) Movement." The OH! 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 6,000 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.

*Up to \$25,000