

**For Immediate Release:
August 31, 2016**

**For More Information, Contact:
Mike Gloekler, 423-238-7111, Ext. 22440
mike.gloekler@mckee.com**

OH! — the Outdoor Happiness movement Announces Support of Crown Mill Creek Riverwalk

Dalton, Ga; Collegedale, Tenn. — McKee Foods is excited to assist Dalton, Ga., in designing an outdoor space for residents and visitors to enjoy in their downtown area. The Mill Creek Riverwalk includes a large pedestrian walkway, or greenway, and creates a more walkable city. The proposed walkway will connect downtown Dalton to the Crown Mill area. The goal is to eventually link the greenway with other natural attractions such as Mount Rachel, Heritage Point Park, Mill Creek and Haig Mill Lake. Connecting these sites will provide more access to activities like hiking, biking, running, canoeing and many more.

“Through this program we will support the development of greenways and public parks throughout the U.S. to help families stay healthy and spend quality time outdoors together,” said Chris McKee, executive vice president of Marketing & Sales at McKee Foods.

Mayor of Dalton, Dennis Mock said, “There is a global drive by local governments to improve communities’ health and quality of live. The City of Dalton is proud to partner with the Outdoor Happiness Movement sponsored by McKee Foods Corporation. Together, we completed Dalton’s very first greenway!”

The ribbon cutting of the Crown Mill Greenway is set for Friday, Sept. 2, 2016 at 1:30 p.m.

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. 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 bakery on Main Street in Chattanooga, Tenn., using the family car as collateral. Today, the company employs more than 5,750 people in Collegedale, Tenn.; Gentry, Ark.; Stuarts Draft, Va.; and Kingman, Ariz. It creates and produces Little Debbie® baked goods, Drake’s®

cakes, Sunbelt Bakery® snacks and cereals, Heartland® brands and Fieldstone® Bakery food products. Visit mckeefoods.com for more information.