

**For Immediate Release:**  
**3/22/2016**

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

**McKee Foods Partners With Great Pond Mountain Conservation Trust**  
***Outdoor Happiness Movement Announces Trail Improvement Project in Maine***

**East Orland, Maine; Collegedale, Tenn.** — McKee Foods announces its partnership with Great Pond Conservation Trust on a trail improvement project to support public access to the summit of Great Pond Mountain.

“Great Pond Mountain Conservation Trust is so pleased to partner with McKee Foods to improve this very popular hiking trail in Hancock County, Maine,” said Cheri Domina, executive director of the trust. “Thousands of people enjoy climbing Great Pond Mountain every year, and the stone staircases, retaining wall, and trail drainage and stabilization work done last fall by the Maine Conservation Corps will really enhance their experience — and ensure the trail remains safe and stable far into the future.”

“The Outdoor Happiness movement is about sharing the joys of simple pleasures, and the hiking trail in East Orland is the perfect example of our commitment to this cause,” said Chris McKee, executive vice president of Marketing and Sales for McKee Foods.

This special place to hike, bike, horseback ride, fish, picnic and more is situated on a 4,500-acre expanse, the Great Pond Mountain Wildland and includes wildlife habitats and pristine conservation areas.

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 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 dollars over the next five years in an initiative called the 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 already 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 5,700 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® and Fieldstone™ Bakery food products. Visit *McKeeFoods.com* for more information.