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Outdoor Happiness Movement To Help Fund Trail Development in Vermont

McKee Foods proudly supports Mount Ascutney property development

West Windsor, Vt.; Collegedale, Tenn. – OH! - the Outdoor Happiness movement has teamed up with the Trust for Public Land to help purchase 468 acres on beautiful Mount Ascutney in West Windsor, Vt. The site was once home to a ski lodge, and plans are to again provide towropes and hike-to-ski routes for skiers. The property will also feature hiking, mountain biking and horseback riding trails. The purchase, together with the city-owned forests of West Windsor, protects almost 1,600 acres of outdoor happiness.

“With these trails and other outdoor developments, families will be able to enjoy Mount Ascutney for years to come,” 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.”

“Across New England, communities are benefiting from owning and managing their local forests, where people play close to home, kids learn outdoors and local businesses thrive,” said Kevin Essington, Vermont state director of the Trust for Public Land. “Protecting Ascutney Mountain, alongside West Windsor’s Town Forest, allows the town to craft a new vision for its future.”

Mount Ascutney officially opened to the public on Jan. 16, 2016. The nonprofit group Ascutney Outdoors and guests gathered to celebrate the dedication of a new towrope on Feb. 6, 2016. For more on this project, including plans and events, visit ascutneyoutdoors.com.

People interested in learning more about OH! - the Outdoor Happiness 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.