



**For Immediate Release**

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## **Sunbelt Bakery and Appalachian Trail Conservancy Co-Host Taste of the Trail to Kick Off Partnership**

***McKee Foods will announce sponsorship of a project in New York's Bear Mountain State Park***

**COLLEGEDALE, Tenn. (October 28, 2016)** — Together with the Appalachian Trail Conservancy (ATC), McKee Foods' Sunbelt Bakery® is blazing new trails in the effort to promote healthy activity and rediscovery of the great outdoors. As part of the Taste of the Trail event co-hosted by the ATC, Sunbelt Bakery will announce a partnership and related grant to promote healthy family activities, trail education and trail rehabilitation projects.

- What:** McKee Foods will present the ATC with funds to promote *Outdoor Happiness* at Taste of the Trail, a family-friendly event featuring food, games and giveaways.
- When:** **Sunday, Nov. 6 from 1-3 p.m.**
- Where:** Appalachian Trail Conservancy Visitor Center  
799 Washington St.  
Harpers Ferry, WV 25425
- Who:** Appalachian Trail Conservancy leaders and members, McKee Foods and Sunbelt Bakery representatives and members of the community.

The Taste of the Trail will feature a check-passing presentation from McKee Foods Creative Services Manager John Petticord to Appalachian Trail Conservancy CEO Ron Tipton, followed by a brief overview of the Bear Mountain State Park trail restoration project, the most intense and comprehensive footpath rehabilitation project in Appalachian Trail history. Sunbelt Bakery's sponsorship will fund a portion of the final year's work on the decade-long project, which will include construction of the remaining 1,000 feet of new trail.

The day's events will include a bean bag toss and box stacking competitions, face painting, refreshments and entertainment. ATC memberships will be offered at a discounted rate of \$35, and the first 100 attendees will receive a Sunbelt Bakery snack pack.

Launched in 2014, the OH! — the Outdoor Happiness movement is designed to encourage individuals and families to go outside, have fun and find what makes them happy. To that end, McKee Foods is donating one cent from every specially marked Sunbelt Bakery box purchased, for a total of up to \$200,000 per year, to fund *Outdoor Happiness* projects and give Americans even more ways to get outside and have fun as a community.

### **About the Outdoor Happiness Movement**

McKee Foods is committed to helping communities across the country enjoy an outdoor lifestyle by partnering with organizations that make public greenways, trail 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 a five-year period in an initiative called the OH! — the Outdoor Happiness movement”. The OH! Movement represents a long-standing tradition in the McKee family in that since 2009, they have 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](http://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, Tenn.; Gentry, Ark.; Stuarts Draft, Va.; and Kingman, Ariz. It creates and produces Little Debbie® Snack Cakes, Drakes’ Cakes, Sunbelt Bakery® snacks and cereals, Heartland® and Fieldstone® Bakery food products. Visit [McKeeFoods.com](http://McKeeFoods.com) and hyperlink for more information.

### **About the Appalachian Trail Conservancy**

The Appalachian Trail Conservancy (ATC) is a nonprofit organization dedicated to the conservation of the Appalachian Trail, a 2,189-mile footpath hiked by nearly three million visitors each year. The trail is located in the eastern United States, running through 14 states from Maine to Georgia. The mission of the 91-year-old ATC is to preserve and manage the Appalachian Trail — ensuring that its vast natural beauty and priceless cultural heritage can be shared and enjoyed today, tomorrow and for centuries to come.