

**For Immediate Release:**  
July 29, 2016

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

## **OH! — the Outdoor Happiness movement Announces Support of Hiwassee River Blueway McKee Foods Proudly Supports River Improvements in Tennessee**

Collegedale, Tenn. — McKee Foods proudly announces its support of improvements to the Hiwassee River Blueway in Tennessee with a grant provided through OH! — the Outdoor Happiness movement. This grant will be used for amenities that include signage, picnic tables and benches. Construction is expected to begin soon.

The Hiwassee River Blueway spans four counties and is more than 60 miles long. It is home to some of the best trout fishing in the eastern United States, as well as excellent white-water kayaking and rafting. It also features the beautiful Cherokee National Forest and picturesque views of farmland and historic areas. At least 20 river access points ensure you can find your outdoor happiness all along the Hiwassee River Blueway.

“I’ve spent many hours standing in the Hiwassee fishing for trout”, said Mike McKee, President and CEO of McKee Foods, “so it gives me a great appreciation for this resource. We’ve made 19 grants in 19 states since we launched OH! – the Outdoor Happiness movement. I’m proud that our first grant in my home state of Tennessee is also the first grant to go to the Blueway.”

People interested in learning more about the movement can visit [OutdoorHappinessMovement.com](http://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](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 bakery on Main Street in Chattanooga, Tenn., 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® baked goods, Drake’s® Cakes, Sunbelt Bakery® snacks and cereals, Heartland® brands and Fieldstone® Bakery food products. Visit [mckeefoods.com](http://mckeefoods.com) for more information.