

FOR IMMEDIATE RELEASE



SUNBELT BAKERY ADDS PRESENTING SPONSORSHIP FOR IRONKIDS

McKee Foods expands its relationship with IRONMAN giving a nod toward supporting healthy activities for kids

TAMPA, Fla. (May 12, 2016) — IRONMAN announced today that Sunbelt® Bakery has secured the presenting sponsorship of the 2016 IRONKIDS® Chattanooga Fun Run. The IRONKIDS Chattanooga Fun Run presented by Sunbelt® Bakery is scheduled for Friday, May 20. It occurs in conjunction with the second annual Sunbelt Bakery IRONMAN® 70.3® Chattanooga triathlon presented by McKee A Family Bakery.

“Sunbelt Bakery is a perfect partner for IRONKIDS Chattanooga,” said Cameron O’Connell, Senior Director of North American Sales for IRONMAN. “We look forward to the expanded Sunbelt Bakery partnership and welcome them into the IRONKIDS Family.”

The IRONKIDS program inspires youth through sport and competition to lead active, positive and healthy lifestyles. Young athletes between the ages of 3 and 15 are invited to participate in either a half-mile or full-mile fun run race. IRONKIDS participants compete in age-appropriate distances with an emphasis on safety, fitness and fun.

“Sunbelt Bakery is delighted to expand our sponsorship presence during Chattanooga’s IRONMAN 70.3 weekend,” said Jeff Badger, Director of Granola, Cereal and Specialty Brands for Collegedale, Tennessee-based McKee Foods Corporation. “IRONKIDS represents everything that’s right about encouraging our youth to get active and to have fun while doing it. This is a perfect match with our own philosophy at Sunbelt Bakery, encouraging a healthy lifestyle and modeling smart choices. All of our products contain whole grains, and have no preservatives or high fructose corn syrup, so they are great additions to a balanced diet. By including the IRONKIDS event as part of the greater Sunbelt Bakery IRONMAN 70.3 Chattanooga weekend, we hope to send a positive message to our community that we are proud to support.”

To kick off this year’s IRONKIDS race, the Sunbelt Bakery mascots, Chip and Otis, along with other Chattanooga-area mascots, will conduct a meet-and-greet with their fans and hold a race of their own. Kids can meet the Sunbelt Bakery characters, as well as Rocky from Rock City, Looie from the Chattanooga Lookouts, Scrappy from the University of Tennessee at Chattanooga and Sandy the Shark from the Tennessee Aquarium, in the IRONMAN Village and race area before the race from 5-5:30 p.m. The characters will then hold an exhibition race for Chattanooga mascot supremacy at 5:45 p.m.

Registration for the IRONKIDS Chattanooga Fun Run presented by Sunbelt Bakery is open now at www.ironman.com/triathlon/events/americas/ironkids/tennessee.

For more information on the IRONKIDS event series, visit www.ironkids.com. Media may contact press@ironman.com.

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About IRONKIDS®

After being acquired from the Sara Lee Corporation, which owned the event series since 1985, IRONKIDS® launched in 2009 with nine events in the IRONKIDS® National Triathlon Series. Since the

inaugural year, IRONKIDS® has seen more than 60,000 participants and has grown to more than 60 events worldwide including races in Africa, Asia, Australia, Europe and North America. The brand represents a multi-dimensional approach to creating positive experiences for athletes, families and communities, as well as embodies achievement and determination while fostering self-esteem. The IRONKIDS® mission is to inspire and motivate through the sport to live an active, positive and healthy lifestyle. For more information visit www.ironkids.com.

About Sunbelt® Bakery

McKee Foods, a family-owned company based in Collegedale, Tenn., introduced the Sunbelt Bakery brand in 1982. The Sunbelt Bakery brand includes cereal and snack products, including chewy granola bars, fruit and grain cereal bars, and cereals. To learn more about Sunbelt Bakery snacks and cereals, visit www.sunbeltbakery.com.