

McKee Foods Partners with Keep Mississippi Beautiful and Keep Flora Beautiful

OH! — the Outdoor Happiness Movement, helps turn an empty lot into Flora's first public park

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Flora, Mississippi; Collegedale, Tenn. — McKee Foods, Keep Mississippi Beautiful and Keep Flora Beautiful have partnered in support of the Elise G. Anderson Walking Park, a community park with playground equipment, picnic tables, park benches and a walking trail.

On Friday, May 19, 2017, Keep Mississippi Beautiful and Keep Flora Beautiful hosted the Great American Cleanup State Kickoff event focused around constructing the Elise G. Anderson Walking Park. Over 100 volunteers, including three McKee Foods representatives, took part in completing the park improvements. The park now boasts a pollinator flowerbed, several new picnic tables and benches, a children's playground, and ¼-mile walking trail!

Chris McKee, executive vice president of marketing and sales for McKee Foods, said, "We've been working with people in various communities to identify needs and select where we can be of greatest value. The project in Flora, Mississippi is an example of our commitment to this cause."

The Elise G. Anderson Walking Park is open 365 days a year, from daylight to dusk.

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 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 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 for more information.