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McKee Foods Partners With City of Gentry To Develop Walking, Biking Trails
Flint Creek Nature Area Development will also include stocked lake, outdoor facilities

Gentry, Ark; Collegedale, Tenn. — More outdoor happiness is on its way to the city of Gentry, Ark., with the help of McKee Foods. McKee Foods, in partnership with the city of Gentry, announces that the Flint Creek Nature Area will be developed to include walking and biking trails, a stocked lake, fishing docks and other outdoor facilities. The new park will also connect to the Razorback Regional Greenway, a 36-mile shared-use trail that runs from Bentonville to Fayetteville in the northwestern corner of the state.

Chris McKee, executive vice president of marketing and sales for McKee Foods, said, "Through the Outdoor Happiness program, we will support the development of greenways and public parks throughout the U.S., such as the one at Flint Creek, to help families stay healthy and spend quality time outdoors together."

"We are pleased to have been part of the Gentry community for the past 34 years and are excited about the Flint Creek Nature Area and trail system," Tim Broughton, vice president of McKee Foods' Gentry operations, said. "McKee Foods has always placed a priority on the health, safety and well-being of employees and their families. Our work family is excited about experiencing and sharing our Outdoor Happiness in northwestern Arkansas."

People interested in learning more about the 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 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 dollars over the next five years in an initiative called the Outdoor Happiness (OH!) Movement. The OH! 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 \$1.2 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 5,000 people in Collegedale, Tenn.; Gentry, Ark.; Stuarts Draft, Va.; and Kingman, Ariz. It creates and produces Little Debbie® Snacks, Drake's Cakes, Sunbelt Bakery® snacks and cereals, Heartland® and Fieldstone™ Bakery food products. Visit McKeeFoods.com for more information.