

# OH! — the Outdoor Happiness Movement Announces Partnership with Mountwood Park

## McKee Foods offers support for the Broken Arrow Trail Project

### For More Information, Contact:

Mike Gloekler, 423-238-7111, Ext. 22440

[mike.gloekler@mckee.com](mailto:mike.gloekler@mckee.com)

**Waverly, W.Va.; Collegedale, Tenn.** — McKee Foods, through OH! — the Outdoor Happiness movement, has dedicated \$20,000 to Mountwood Park that will help build two and one half miles of double track, beginner-friendly trails. The new Broken Arrow Trail will invite riders and hikers of all skill levels to enjoy a fun-filled introduction to an off-road trail experience!

“Through this program we will support the development of greenways and public parks throughout the U.S. to help families stay healthy and spend quality time outdoors together,” said Chris McKee, executive vice president of marketing and sales for McKee Foods.

The trail will feature wide, smooth trail surfaces, broad switchbacks, and long sight lines that are perfect for groups of all ages. There’s a name for these specially designed trails: a flow trail. These types of trails help riders maintain momentum, continue riding with a manageable speed, and have an overall great time while developing their skills.

The Broken Arrow Trail project is the 25<sup>th</sup> project proudly supported by OH! — the Outdoor Happiness movement. Helping towns and cities around the country, OH! plans to fund a project in every state in just five years. If you know of a community project that promotes people to get up, get moving and get outside, visit [OutdoorHappinessMovement.com](http://OutdoorHappinessMovement.com) and submit a proposal!

### **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](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.