

THE AMERICAN HIKING SOCIETY

1701 18th Street, N.W., Washington, D.C. 20009 / Tel. (202) 234-4610



Please Respond To: 18600 SW 157th Avenue, Miami, Florida 33187

March 23, 1984

Mr. Austin P. Sullivan
Vice President - Public Affairs
General Mills
PO Box 1113
Minneapolis, MN 55440

Dear Mr. Sullivan:

The American Hiking Society is only seven years old. One of the first bold things we did was to sponsor a walk across America. Over 60 people left Golden Gate Park in 1980; about two thirds of them walked down Pennsylvania Avenue and up the steps of the Capitol 14 months and 4,400 miles later. We spent two years organizing the event and raising the money to carry it off. Articles appeared in just about every newspaper in the country. We had front page coverage in every newspaper in the San Francisco Bay area and good coverage in the N.Y. Times and the Washington Post on several occasions. We were on "Good Morning, America" and in Newsweek magazine.

The purpose of the hike was to dramatize the pleasures of walking and hiking and the need for foot trails. Since this successful event, which we dubbed "HikaNation", it has occurred to us that the route would make a grand cross-country foot trail. In fact, it would be the only coast-to-coast footpath in America. Now we would like to organize HikaNation II to dramatize the idea of the trail itself, and we need a sponsor.

In our first effort, the hikers came from every part of our society: young men in their twenties, middle-aged women and retired people. We had a 14-year-old boy and a 70-year-old man who hiked all the way. These people were real champions, and it occurs to me that "the Breakfast of Champions" might be an ideal sponsor for our next HikaNation. The maturity and caliber of the people attracted to our first hike was surprising, even to me. Just as surprising, many people have written to ask if we are planning another one.

Would you like to know more? If so, I can send you a written presentation or you can call me any weekday morning at (305)251-1400. James Casey at Eddie Bauer suggested I write you. He now serves on the Board of the American Hiking Society. Although I haven't known Jim long, I could list him as a reference.

Sincerely yours,

James A. Kern

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