

NEWS INFORMATION



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For Immediate Release

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HALF A HUNDRED HEARTY

HIKERS HEAD FOR COLORADO

ON HISTORIC HIKANATION

More than 50 hikers entered Colorado, the first week in August, as part of an historic feat -- a cross-country trek from the Pacific to the Atlantic. The project, sponsored by the makers of Postum instant grain beverage, is called HikaNation and will cover 4,500 miles.

The robust walkers reached the state border near Dove Creek and figure to take some two months to cross the state.

While the hikers will be traveling mainly through low foothill country, high mountain passes, sheep trail corridors, sand dunes, deep canyons, arroyos and flat sage country, they will pass through or near the following communities as they make their way

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from west to east: Rico, Silverton, Del Norte, Mosca, Red Wing, Walsenburg, Delhi, Timpas, La Junta, Las Animas and Lamar.

While in Silverton, on Aug. 23, the HikaNation group will mark a major milestone in its cross-country journey: reaching the Continental Divide. The occasion will be marked by an old west barbeque, hosted by the makers of Postum, and feature appearances by officials of the U.S. Department of the Interior as well as local and state dignitaries.

The hikers started in San Francisco in early April and are scheduled to reach Washington, D.C. in the spring of 1981.

"In between, we'll be walking through some of the most picturesque scenery on this earth," says Jim Kern, president of the American Hiking Society, which is conducting the coast-to-coast project. "We hope this hike will remind the public and government officials of the need to preserve our precious natural heritage. America's trails need to be protected against the ravages of time and the unthinking few who have no respect for nature."

In establishing the hike route, officials of the AHS sought to design a trail that would pass through the midsection of the nation and through states that were important in the settling of the United States back when, more than a century ago, most hikers were traveling in a westerly direction.

The hike route within Colorado was laid out under the direction of Gudrun Gaskill of Golden.

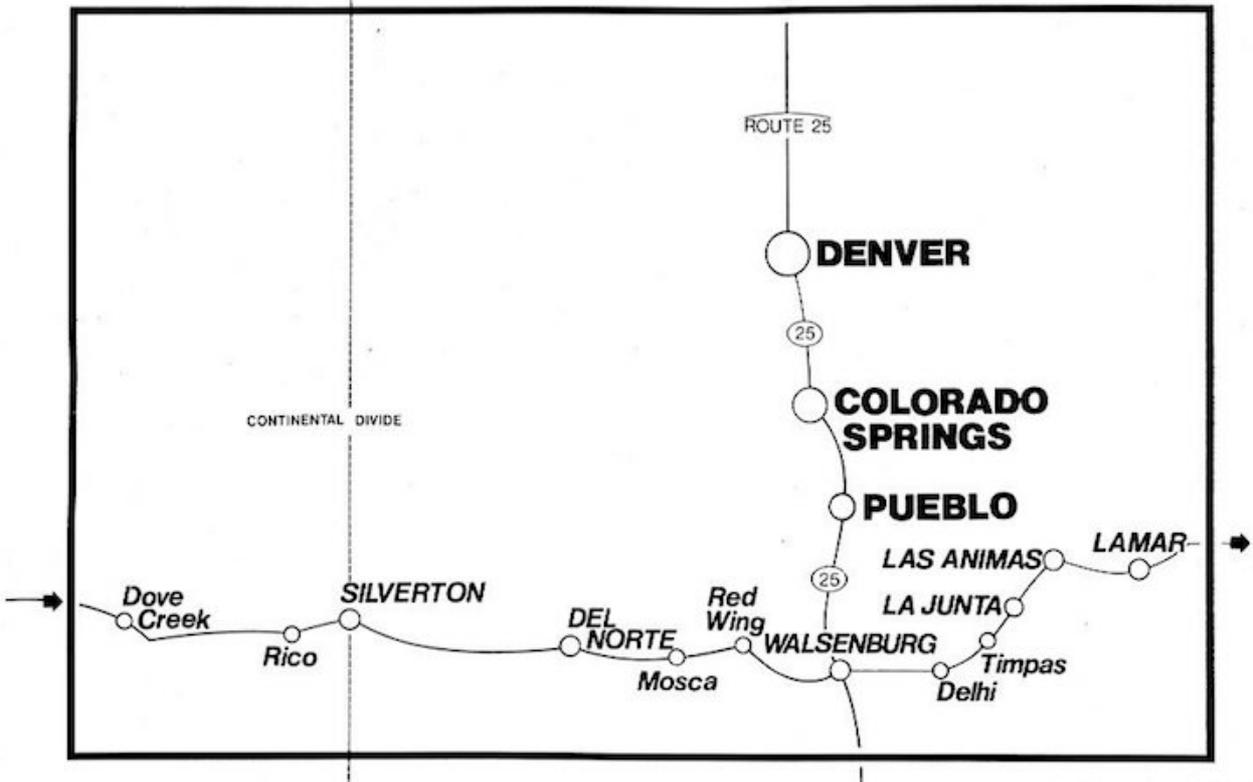
The other states along the HikaNation route include California, Nevada, Utah, Kansas, Oklahoma, Arkansas, Missouri, Illinois, Kentucky, West Virginia and Virginia.

Among the members of the HikaNation group are John Stout, a 68-year-old retired aircraft machinist, and Jiamie Pyles, a 10-month-old girl being wheeled across America in a specially designed "contraption" pushed by her parents. Others on the hike include nurses, a longshoreman, an engineer and a librarian who have taken leaves from their job to discover America on foot.

Unlimited amounts of Postum are being supplied to the hikers by General Foods, which is joined by the Department of the Interior in sponsoring HikaNation. General Foods has also given the AHS a grant to cover administrative costs associated with HikaNation. Says Postum Product Manager Deborah Edwards: "We are delighted to be helping the AHS in this wholesome and worthwhile undertaking."

The hikers are eager to be joined by local hiking enthusiasts for segments of the trek and anyone wishing to hike with them can determine the precise whereabouts of the HikaNation group by calling (305) 251-0484. A regularly updated recorded message will provide all relevant information on a 24-hour-a-day basis.

HikaNation Colorado Route



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