

March 27, 1980

Ms. Dina Goldberg
Community Relations Department
Foremost-McKesson, Inc.
Crocker Plaza
One Post Street
8th Floor
San Francisco, California 94104

Dear Ms. Goldberg:

The American Hiking Society and the U.S. Department of Interior's Heritage Conservation and Recreation Service are co-sponsoring a transcontinental hike from San Francisco to Washington, D.C., beginning April 12th, 1980, and ending some 14 months later in June, 1981.

The reason for the hike, called the HikaNation is to call attention to walking and hiking as non-polluting and non-energy consuming activities for the entire family, as well as calling attention to the need of additional trails and pathways throughout the urban as well as rural areas of the country. The hike is being organized on a state-by-state basis with a core group of approximately 80 hikers joined by other hikers either by day, weekend, month or state involvement. This core group currently ranges in age from 68 years to 6 months and includes hikers from every section of the country.

The opening weekend events in San Francisco are expected to attract large numbers of participants. On Saturday, April 12th, Opening Ceremonies will be held in Golden Gate Park at the Polo Grounds. After speeches and presentations, the entire crowd which could range from 5,000 to 10,000 people will walk to Ocean Beach for a ceremonial dipping of their hiking boots in the surf. The route of the first day's hike will go from Cliff House to the Ferry Building around the northern coastline of San Francisco.

Sincerely yours,

The major event will take place the following morning, Sunday, April 13th, when CalTrans will close two lanes of the top deck of the San Francisco-Oakland Bay Bridge and open them to foot traffic. This will be the first time either deck of the Bridge has been opened to the ordinary walking and hiking public since it was built in 1936. This event alone is expected to bring large numbers of people to the Fremont Street ramp at 6:00 a.m. when the Bridge is opened to us.

Since this is a first time event, the organizing committee is estimating anywhere from 15,000 to 25,000 people taking part in this event alone. The State Legislature is currently passing an enabling resolution, the event has been approved by both San Francisco and Alameda County Boards of Supervisors, as well as other counties and cities along the route of the hike.

Nobel Laureate Dr. Glenn T. Seaborg, Associate Director-at-Large of Lawrence Berkeley Laboratory, and a member of the organizing committee of the Hika-Nation, has walked the entire width of California planning the route to the Nevada border (copy of his route is enclosed) and has been active in the planning of Opening Weekend events. Articles have appeared thus far in Sunset Magazine and Backpacker Magazine (copies also enclosed), with further publicity and articles to come through the major Bay Area newspapers and radio and TV stations.

We would very much like to have the participation of Foremost-McKesson as a sponsoring contributor to the event. The Registration Packet which will be sold on both days of the weekend for \$3.00 is designed to include as many "extras" as possible to go along with the free bridge crossing ticket, the free 6-color shoulder patch, the free certificate of participation. These "extras" will be in the form of either free samples of products, certificates for free (or two for one) products, etc. Participation could also come in other forms which can be discussed.

I realize the time is getting shorter day by day, but perhaps it is not too late as yet for Foremost-McKesson to join the HikaNation. Please contact me at 981-0970 during business hours. My office is just around the corner from Crocker Plaza, so I am conveniently located for further discussion.

Sincerely yours,

Mike McReynolds
Chairman,