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Bikes for Kids Utah Gears Up for Second Year; 1,000 Underprivileged Children to Receive New Bicycles

SALT LAKE CITY - August 27, 2007 - Bikes for Kids Utah, a non-profit 501(c)3 organization, today announced details of its upcoming fundraiser, including the inaugural Yield to Life Dave Zabriskie Time



Related Website: bikesforkidsutah.org

The Full Story:



Bikes for Kids Utah Gears Up for Second Year; 1,000 Underprivileged Children to Receive New Bicycles

Bikes for Kids Utah announces inaugural time trial race and releases agenda for bike giveaway, rides and dinner/auction

SALT LAKE CITY - August 27, 2007 - Bikes for Kids Utah, a non-profit 501(c)3 organization, today announced details of its upcoming fundraiser, including the inaugural Yield to Life Dave Zabriskie Time Trial Challenge, with proceeds going to benefit underprivileged children in Utah and bicycle awareness advocacy.

On Saturday, October 6, Bikes for Kids Utah will provide new bicycles for 1,000 pre-qualified, underprivileged second graders from the Boys & Girls Club Boys in Salt Lake, Weber, Davis, Murray and Utah Counties. Also receiving bikes will be second graders from Heartland Elementary, Majestic Elementary, Guadalupe School and the Navajo Reservation in San Juan School district, as well as several other Utah elementary schools.

Along with the 1,000 bicycles, the children will also receive helmets, t-shirts and bike locks through proceeds accrued from sponsorships, a fundraising dinner (with silent auction), and bicycle rides, including a ride with Salt Lake City native Dave Zabriskie, the third American ever to wear the yellow jersey in the Tour de France and the current USA time trial champion.

"Bikes for Kids Utah's second year is shaping up even better than we imagined." said Debbie Reid, founder and director of Bikes for Kids Utah.

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"With the addition of the Yield to Life Dave Zabriskie Time Trial Challenge, members of the community can be involved with this event at any financial or skill level they are comfortable with. Whether you are challenging yourself against Dave Zabriskie in the time trial or coasting with your family in the 5K, we hope everyone will come out to support deserving children in our community."

Yield to Life Dave Zabriskie Time Trial Challenge

For cyclists who want to see how they match up against the current USA time trial champion, a \$25 donation enters them in a lottery to ride in a USA Cycling sanctioned individual time trial where their handicapped time will be compared against Dave Zabriskie's time up the Salt Lake Valley's famed Traverse Ridge (on South Mountain). A lottery will determine the 200 participants. Prizes will be awarded for the top three in 11 age categories for both men and women.

The 3-mile time trial has an elevation gain of more than 1,300 feet with 10 percent to 12 percent grades in some locations. The time trial will take place Friday, October 5 at 10:00 a.m. beginning at the LDS Chapel at 272 E. Traverse Point Dr. in Draper, traveling up Traverse Ridge Road and finishing at Suncrest Market.

Pre-ride Dinner and Auction

The pre-ride dinner will be held at 07:00 p.m., Friday, October 5 at the Hidden Valley Country Club in Sandy, Utah for the highest bidding donors, along with event sponsors, Bikes for Kids board members and other guests. A limited number of slots for the pre-ride dinner and auction are available at \$100 a plate for those wishing to participate in the dinner (ride not included). Entertainment will be provided, along with featured guest speakers from the cycling industry and a silent auction, which includes a \$500, Zabriskie- autographed CSC jersey. An additional \$1,500 sponsorship opportunity includes the pre-ride dinner, the ride the following day with Zabriskie, as well as a Zabriskie autographed CSC jersey.

Bike Presentation

The bicycles will be given away at the Intermountain Healthcare parking lot (201 East 5900 in Murray, Utah) starting at 10:30 a.m. on Saturday, October 6, with local and political leaders delivering bikes to a new group of kids every half hour. Following the bike giveaway, the children will also receive bicycle helmets and locks and attend a bike safety fair.

Rides

Concurrent to Saturday's bike giveaway, several fundraising rides will be held on Saturday, October 6, including a family ride (5K), metric half-century (50K), metric century (100K) and a Dave Zabriskie ride to help raise funds for the program. Specific details are as follows:

Zabriskie (50K)

Cost
 (before Sept. 1): \$1,000*
 (after Sept. 1): \$1,000*
 Start Time (Oct. 6): (TBA)
 Estimated Ride Length: 1½ hrs.
 * Only 50 available slots

Family (5K)

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Cost
 (before Sept. 1): \$20 (\$50 adult)
 (after Sept. 1): \$30
 Distance (approx. miles): 2.5
 Start Time (Oct. 6): 8:00 a.m.
 Estimated Ride Length: 45 mins.

Half-Century (50K)
 Cost
 (before Sept. 1): \$50
 (after Sept. 1): \$55
 Distance (approx. miles): 30
 Start Time (Oct. 6): 8:00 a.m.
 Estimated Ride Length: 1½ hrs

Metric Century (100K)
 Cost
 (before Sept. 1): \$50
 (after Sept. 1): \$55
 Distance (approx. miles): 65.8
 Start Time (Oct. 6): 8:00 a.m.
 Estimated Ride Length: 3½ hrs.

Zabriskie ride (50K) - A once in a life-time opportunity, the top 50 donors who contribute \$1,000 or more will ride Saturday with Utah's own Dave Zabriskie, a Tour de France stage winner. Riders will be escorted by Murray police and are invited to the pre-ride dinner on Friday, October 5.

Family ride (5K) - Also a Murray police escorted ride which begins at Intermountain Healthcare on Cottonwood St. in Murray, this ride travels down to 4800 South and returns to its origin.

Half-Century ride (50K) - Begins at Intermountain Healthcare on Cottonwood St. in Murray, with a turnaround rest stop at 14400 South in Draper and finishes at its origin.

Metric Century ride (100K) - A challenging ride with 3,400 feet of climbing begins at Intermountain Healthcare on Cottonwood St. in Murray with its first rest stop at 2700 West at 14400 South in Bluffdale, then continues to Fire Station #16 in Cottonwood Heights for the second rest stop, then continues to Sunnyside in Salt Lake City for a third and final rest stop and then finishes at the starting point.

To enter the lottery to ride in the October 5 Time Trial against Dave Zabriskie and/or to register for the October 6 fundraising rides, please go to www.bikesforkidsutah.org.

Title sponsors Costco, The Utah Grizzlies, Intermountain Financial Group, Kryptonite, MassMutual, Murray Rotary, Sobe Life Water, along with other sponsors, will provide a full breakfast and lunch along with live entertainment, water, snacks and other items throughout the Bikes for Kids Utah activities on Saturday, October 6.

For those interested in donating time as a volunteer or for more information regarding the events, please visit www.bikesforkidsutah.org or call 801-523-3730.

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Proceeds from the Dave Zabriskie Time Trial Challenge will go the Yield to Life bicycle awareness advocacy organization, and excess proceeds from the auction and fun rides will go to Guadalupe Schools, Donated Dental and the construction of the new bike and pedestrian bridge over Little Cottonwood Creek near Intermountain Healthcare in Murray, Utah.

About Bikes for Kids Utah

Formed in 2006, Bikes for Kids Utah, a non-profit organization, provides bicycles for underprivileged children of second grade school age throughout the Salt Lake Valley by means of its event registration proceeds, auctions, and through private and corporate donations. Its annual bicycle fundraising events raise money to provide 1,000 underprivileged children with bicycles each year. For more information regarding the events, please visit www.bikesforkidsutah.org or call 801-523-3730.

About Yield to Life

Yield to Life, a non-profit organization founded by world-class cyclist David Zabriskie in 2007, is dedicated to the protection of cyclists and the promotion of safe cycling. Hit by cars no less than three times while training on his bike in his home town of Salt Lake City, Utah, Zabriskie created Yield to Life to improve the relationship between motorist and cyclist and promote an environment of respect and care for all life on the road. Through intense awareness campaigns, educational programs, and road and sign improvements, Yield to Life hopes to protect the lives of all cyclists and encourage more people to choose cycling as an environmentally-friendly means of transportation and as a means of fun and healthy recreation. For more information, please contact yieldtolife@gmail.com.

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