



**bikes FOR kids**

## **FOR IMMEDIATE RELEASE**

### **In its Fourth Year, Bikes for Kids Utah Gives 1,000 More Children a Chance at Bike Ownership**

*Bikes for Kids Utah bike giveaway event to include safety instruction, nutrition education, and a BMX show*

**SALT LAKE CITY - May 26, 2009** - [Bikes for Kids Utah](#), a non-profit 501(C)3 organization, today announced event details for its upcoming bicycle giveaway and fundraiser bike rides that will help provide underprivileged Utah children with bikes and teach them about bicycle safety and healthy nutrition.

On Saturday, May 30, 2009, Bikes for Kids Utah will for the fourth consecutive year give 1,000 new bicycles to pre-qualified, underprivileged Utah second graders from the Boys & Girls Club Boys in Salt Lake, South Valley and Weber Counties. Also receiving bikes will be 2nd graders from Bennion, Heartland, Lincoln, Majestic, Moss, Plymouth, Sandy, Riley, McMillan, Liberty, Grant, Guadalupe and Washington elementary schools.

A series of Bikes for Kids Utah fundraiser rides will begin and end at the bike giveaway venue, hosted at the Intermountain Medical Center parking lot. The proceeds from these rides will help raise the funds necessary to provide 1,000 children with bikes, helmets and t-shirts.

"I can't wait till Saturday," said Debbie Reid, founder and director of Bikes for Kids Utah. "This will be the fourth year for the Bikes for Kids event. It's always fun seeing cyclists from around the state participate in the fundraising rides, and it's even better seeing all the kids smiling while they get their bikes."

#### **Bike Presentation**

Bikes for Kids Utah staff and volunteers will giveaway bikes to groups of children every half hour starting at 9:30 a.m. on Saturday, May 30 at Intermountain Medical Center parking lot, located at 5121 South Cottonwood Street in Murray, Utah.

Before the children receive their bikes, they will participate in educational presentations by Committed Health and Fitness about healthy nutrition, by the Brain Injury Association of Utah about helmet safety and then participate in a Bike Safety Rodeo sponsored by the Wasatch Women's Cycle Club.

During these presentations, children and parents alike will learn about the importance of making healthy lifestyle choices and of making bike riding as safe as it is fun. As part of its presentation, the Brain Injury Association of Utah will teach the children the appropriate and safe way to wear a bicycle helmet. The Bike Safety Rodeo will further teach children how to signal, where to ride and how to maneuver their bikes.

After participating in the educational presentations, the children will be given unassembled boxed bikes, after which they can either take them home to assemble, or build them onsite with the help of Spin Cycle bike shop and several Boy Scouts working towards their Eagle Scout merit badges.



In addition, the children will receive a shirt specifically designed t-shirt by 2009 Bikes for Kids T-Shirt Design Contest winner Grace Anne Jansen, a second grader from Sandy Elementary School, along with other items donated by Bikes for Kids Utah sponsors.

Breakdancing, BMX demonstrations and a singing juggler will entertain the children and their families throughout the day. The event will also feature a climbing wall for kids and guest, provided by Committed Health and Fitness.

### **Rides**

Several fundraising rides will proceed concurrently with the bike giveaway on Saturday, May 30 to raise funds for the Bikes for Kids Utah program. The fundraising opportunities include a family ride (5K), metric half-century (50K) and metric century (100K). Specific details are as follows:

#### **Family (5K)**

Cost: \$10 per person or \$25.00 for a family

Distance (approx. miles): 2.5

Start Time: 8:00 a.m.

Estimated Ride Length: 45 mins.

Description: A Murray police escorted ride which begins at Intermountain Medical Center on 5121 South Cottonwood St. in Murray, this ride travels down to 4800 South and returns to its origin.

#### **Half-Century (50K)**

Cost: \$25

Distance (approx. miles): 30

Start Time: 8:30 a.m.

Estimated Ride Length: 1½ hrs

Description: Begins at Intermountain Medical Center on 5121 South Cottonwood St. in Murray, with a turnaround rest stop at 14400 South in Draper, finishing at its origin. The ride includes a Belgium breakfast at the finish provided by Utah Food Service.

#### **Metric Century (100K)**

Cost: \$30

Distance (approx. miles): 65

Start Time: 8:30 a.m.

Estimated Ride Length: 3½ hrs.

Description: A challenging ride with 3,400 feet of climbing begins at Intermountain Medical Center on 5121 South Cottonwood St. in Murray with its first rest stop at 2700 West at 14400 South in Bluffdale, then continues to La Caille for the second rest stop, going on to Contender Bike Shop in Salt Lake City for a third and final rest stop and then finishes at the starting point. The ride includes five "Tour of Europe" rest stops (1. Murray Rotary Club's Snack 2. Black Bottom's Watering Hole, 3. La Caille's Brunch in France, 4 Contender Energy snacks and 5. Utah Food Service's Belgium Breakfast).

To participate in the fundraising rides, please register at [www.BikesforKidsUtah.com](http://www.BikesforKidsUtah.com).

Title sponsors for the 2009 Bikes for Kids Utah event include Intermountain Financial Group, MassMutual, Costco, Sorenson Legacy Foundation and Alder Construction.

For those interested in donating time as a volunteer or for more information regarding the events, please visit <http://www.BikesforKidsUtah.com> or call 801-523-3730.

#### **About Bikes for Kids Utah**

Formed in 2006, Bikes for Kids Utah, a non-profit organization, provides bicycles for underprivileged children of first 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 <http://www.bikesforkidsutah.com> or call 801-523-3730.

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