



bikes FOR kids

**FOR IMMEDIATE RELEASE**

**Utah Children to Receive "Bikes for Kids Utah" Branded Bicycles  
Manufactured by Cycle Force Group**

*Bikes for Kids Utah seeks "Title" level sponsor to help fund purchase that will benefit underserved children in Utah*



**SALT LAKE CITY - Nov. 18, 2009** - [Bikes for Kids Utah](http://www.bikesforkidsutah.org), a non-profit 501(C)3 organization, today announced it will purchase 1,000 Bikes for Kids Utah-branded bicycles from Ames, Iowa-based [Cycle Force Group](http://www.cycleforcegroup.com). The organization will give the bikes to underprivileged Utah children during the its fifth annual bicycle giveaway scheduled for May 2010.

Bikes for Kids Utah is purchasing the bikes and actively soliciting a "Title" level sponsor to help defray the cost of the bright yellow Bikes for Kids Utah branded BMX bikes. The bike design includes prominent display of a colorful graphic of Salt Lake City's iconic skyline and the Bikes for Kids Utah and title sponsor logos.

"To help provide more exposure for Bikes for Kids Utah and its sponsors, and consequently provide more funds to help us to continue giving bikes away, we thought it would be a great idea to commission a Bikes for Kids Utah branded bike," said Debbie Reid, founder and president of Bikes for Kids Utah. "Cycle Force Group developed a very reasonably priced bike for us that fit within our budget goals. With the help of a generous sponsor, you'll see lots of kids in Utah's neighborhoods riding Bikes for Kids Utah bicycles."

Bikes for Kids Utah board members met with Cycle Force Group's President Nyle Nims during the Interbike International Bicycle Expo held last September in Las Vegas, Bikes

"I have great memories of riding my first bike as a kid," said Nims. "Owning a bike presented great opportunities for me and eventually brought me to the career I have now. When Bikes for Kids Utah approached us with their idea, we definitely wanted to help. More kids need to be riding bikes."

Through its partnership with retail warehouse giant Costco, Bikes for Kids Utah purchased children's bikes for its previous giveaway program. Costco will continue to provide event catering and logistical support for Bikes for Kids Utah's bicycle giveaway and fundraising bike ride events.

For more information about Bikes for Kids Utah, please visit [www.bikesforkidsutah.com](http://www.bikesforkidsutah.com).

#### **ABOUT CYCLE FORCE GROUP**

Cycle Force Group, established in 1998 by bicycle industry veteran Nyle Nims, is a service center and agent office for a large group of Asian component and bicycle manufacturers. Through its well-established overseas relationships, the Cycle Force Group provides a broad range of licensed and private label bicycle products and accessories under such brand names as Kawasaki, Polaris, and Smith & Wesson, to name a few. For more information, please visit [www.cyclesg.com](http://www.cyclesg.com).

#### **ABOUT BIKES FOR KIDS UTAH**

Established in 2006, Bikes for Kids Utah, a non-profit 501(C)3 organization, provides Utah kids with free bicycles to help them play, exercise, get to school and develop a hobby. Using proceeds generated from corporate and individual sponsorships and its annual bicycle fundraising events, Bikes for Kids Utah gives bikes to pre-selected children from Boys & Girls Clubs and elementary schools in the Salt Lake Area. For more information, please visit [www.bikesforkidsutah.com](http://www.bikesforkidsutah.com) or call 801-523-3730.

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