



bikes FOR kids

FOR IMMEDIATE RELEASE

Bikes for Kids Utah Announces Fourth Annual Bike Giveaway and Fundraiser Rides to Take Place on May 30, 2009



SALT LAKE CITY – March 19, 2009 – On Saturday, May 30, 2009, Bikes for Kids Utah, a non-profit 501(C)3 organization, will give 1,000 new bicycles to pre-qualified, underprivileged 2nd graders at its fourth annual event. Concurrent with the bike giveaway, Bikes for Kids Utah will be hosting a series of fundraiser bicycle rides to help raise the funds necessary to provide the bikes.

The participating children, selected from Boys & Girls Clubs and elementary schools in the Salt Lake area, will also receive helmets and bike locks through proceeds accrued from sponsorships and the fundraising bicycle rides.

"All of the children in our community deserve the opportunity to own a bike," said Debbie Reid, founder and director of Bikes for Kids Utah. "Our May event will give 1,000 more kids a chance to spend the summer and their whole childhood making memories and being active on bikes. Our mission has touched many lives over the past several years, and we hope it will continue to inspire community action and involvement."

Bike Presentation

The bicycles will be given away at the Intermountain Medical Center parking lot (5121 South Cottonwood Street in Murray, Utah) starting at 9:30 a.m. on Saturday, May 30, with Bikes for Kids Utah staff and volunteers delivering bikes to a new group of kids every half hour. Following the bike giveaway, the children will also receive bicycle helmets and locks before attending a helmet safety and bike safety fair.

Rides

Concurrent to Saturday's bike giveaway, several fundraising rides will be held on Saturday, May 30 to help raise funds for the program. The rides will begin at 8 a.m. at Intermountain Medical Center, 5121 South Cottonwood St. in Murray, and end at their starting point. Cost of participation ranges from \$10 to \$30 and depends on the length of the ride, ranging from 5K to 100K. Refreshments will be available at various rest stops along each bike route.

Bikes for Kids Utah also organizes two other events to help raise funds for their bicycle giveaway, the Bikes for Kids Utah Red vs. Blue time trial hillclimb and the Bikes for Kids Utah Dinner/Silent Auction, which will be held August 29 and September 1 respectively. Details about these two events will be announced soon.

Visit www.bikesforkidsutah.org to register for the fundraising rides or to become a participating elementary school.

For those interested in becoming a corporate sponsor, donating funds as an individual, or donating time as a volunteer, please visit www.bikesforkidsutah.com, or call 801-523-3730. For more information regarding the events, please visit www.bikesforkidsutah.org.

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, helmets and locks. For more information regarding the events, please visit www.bikesforkidsutah.org or call 801-523-3730.

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