



bikes FOR kids

Media Advisory/Photo Opportunity

SATURDAY MAY 16, 2009: Cottonwood Cyclery Hosts Second Annual Bikes for Kids Utah Charity Bike Swap

WHAT:

Bikes for Kids Utah, a non-profit 501(C)3 organization, together with Cottonwood Cyclery, is hosting the second annual Bikes for Kids Utah Charity Bike Swap.

Those who would like to sell their gently used bikes or bike accessories can drop off their items between 8 a.m. and 10 a.m. on Saturday, May 16. Sellers determine the price for each of their items and pay a \$5 participation fee. That fee, in addition to 10 percent of the final selling price of each swap item, will go to Bikes for Kids Utah.

For those interested in purchasing a new bike, 15 percent of Cottonwood Cyclery's profits for the entire day will benefit Bikes for Kids Utah.

The bike swap is one event in a series of fundraising events held by Bikes for Kids Utah to provide new bicycles for 1,000 pre-qualified, underprivileged 3rd graders from Salt Lake, South Valley and Weber Counties.

WHEN:

May 16, 2009, 10 a.m. to 3 p.m.

WHERE:

2594 East Bengal Blvd.
Cottonwood Heights, UT 84121

INTERVIEW OPPS.

Debbie Reid, founder and director of Bikes for Kids Utah
Alan Greenberg, owner of Cottonwood Cyclery
Bike Swap Participants

About Bikes for Kids Utah

Formed in 2006, Bikes for Kids Utah, a non-profit organization, provides bicycles for underprivileged children 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.

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