



ENGINEERED CYCLING SHORT INSERTS



Bicycle Retailer

An NBDA Publication

AND INDUSTRY NEWS

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Headlines

Bikes 4 Kids Utah Ranks 24th in Outside's 'Outside 100' List

DECEMBER 07, 2006 -- SALT LAKE CITY, UT (BRAIN)--In its first year, Bikes 4 Kids Utah, a Salt Lake City non-profit organization, was ranked 24th in *Outside Magazine's* "Outside 100," a list of top newsworthy athletes, products, gadgets and bold ideas. The list was published in the magazine's December issue.

Bikes 4 Kids Utah earned its ranking by staging a special bicycle festival on Sept. 30 where it gave away brand new bicycles, helmets and locks to 1,000 underprivileged children in the Salt Lake Valley. Proceeds for the effort were accrued from sponsorships, a fundraising dinner with silent auction and three bicycle rides of varying distance, one of them being a 30-mile ride with Tour de France stage winner Dave Zabriskie.

"We are very excited and honored to be included in Outside's Top 100 List," said Debbie Reid, founder and director of Bikes 4 Kids Utah.

"Hopefully sponsors and potential participants will see us mentioned in the list and will want to assist us in raising funds to help even more kids realize the freedom of riding a bike."

Bikes 4 Kids' four-fold mission is to provide a positive education and cycling experience for disadvantaged children, an inexpensive and fun way to get to school, a hobby that will help kids get exercise and a way for them to learn responsibility and safety.

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Title sponsors of the 2006 event included Costco, Intermountain Financial Group, MassMutual and Murray Rotary.

For more information about Bikes 4 Kids Utah, click [here](#) or call (801) 523-3730.

▶ **stage winner**
Dave Zabriskie

People
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