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**News: Bikes 4 Kids Utah Ranks 24th in "Outside Magazine's Outside 100"**

In its first year, Bikes 4 Kids Utah's bicycle giveaway to underprivileged kids earned a place in "Outside Magazine's" top 100 list of newsworthy athletes, products, gadgets and bold ideas

*Related Website:* [www.bikes4kidsutah.org](http://www.bikes4kidsutah.org)



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### The Full Story:

SALT LAKE CITY – Dec. 5, 2006 – In its first year, Bikes 4 Kids Utah, a Salt Lake City-based non-profit organization, was ranked 24th in "Outside Magazine's Outside One-hundred," a list of top newsworthy athletes, products, gadgets and bold ideas in published in its December 2006 issue.

Bikes 4 Kids Utah earned its ranking by staging a special bicycle festival on Sept. 30, 2006 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 them get some exercise and a way for them to learn responsibility and safety.

Title sponsors of the 2006 event included Costco, Intermountain Financial Group, MassMutual and Murray Rotary along with many national and local cosponsors.

For more information about Bikes 4 Kids Utah, please visit [www.bikes4kidsutah.org](http://www.bikes4kidsutah.org) or call 801-523-3730.

About Bikes 4 Kids Utah Formed in 2006, Bikes 4 Kids Utah, a non-profit

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organization, provides bicycles for underprivileged children throughout the Salt Lake Valley by means of its registration proceeds, auctions, and through private and corporate donations. In its first annual fundraising event it will raise money to provide 1,000 underprivileged children with bicycles. For more information regarding the events, please visit [www.bikes4kidsutah.org](http://www.bikes4kidsutah.org) or call 801-523- 3730.

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