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**Industry News**

**Press Release - Bikes 4 Kids Utah Event planned**

By Press release - Bikes 4 Kids Utah  
 This report filed August 24, 2006

**FOR IMMEDIATE RELEASE**

**Bikes 4 Kids Utah Event Just Around the Corner; 1,000 Underprivileged Children to Receive Bicycles**

*Agenda released for bike giveaway, rides and other event details*

SALT LAKE CITY - August 24, 2006 - Bikes 4 Kids Utah, a non-profit organization, today announced details of its upcoming fundraiser for underprivileged children in the Salt Lake Valley. Bikes 4 Kids Utah will provide new bicycles for 1,000 pre-qualified, underprivileged children from the Boys & Girls Club of Murray, the Guadalupe School, Holy Cross Ministries, the Hispanic Rotary and Rose Park Elementary.

Along with the 1,000 bicycles, the children will also receive helmets, t-shirts and locks through the proceeds accrued from sponsorships, a fundraising dinner with silent auction and bicycle rides, including a ride with Salt Lake City native Dave Zabriskie, the third American ever to wear the yellow jersey in the Tour de France. Excess proceeds will go to Guadalupe School, Donated Dental and improving the bike lanes in Murray City.

**Bike Presentation**

The bicycles will be given away starting at 10:30 a.m. on Saturday, September 30 with local and political leaders delivering bikes to a new group of kids every half hour. Following the bike giveaway the children will receive bicycle helmets and locks and attend a bike safety fair.

**Rides**

Concurrent to the bike giveaway, several rides will be held including a family ride (5K), metric half-century (50K), metric century (100K) and Dave Zabriskie ride to help raise funds for the program. Specific details are as follows:

Take the  
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**THEY HAVE A DRINK.**

### **Zabriskie Package**

The pre-ride dinner will be held at the Hidden Valley Country Club for the highest bidding donors along with event sponsors, Bikes 4 Kids board members and other guests. A limited number of slots for the pre-ride dinner and auction are available at \$100 a plate for those wishing to participate in the dinner, but not the ride. Entertainment will be provided along with featured guest speakers from the cycling industry as well as a silent auction, which includes a \$500, Zabriskie autographed CSC jersey. An additional fundraising opportunity for \$1,500 includes the pre-ride dinner, the ride the following day with Zabriskie, as well as a Zabriskie autographed CSC jersey.

**Zabriskie ride (50K)** - Featuring a once in a life-time opportunity for the top 50 donors who contribute \$1,000 or more will ride with Tour de France's yellow jersey winner Dave Zabriskie. Riders will be escorted by Murray police and will be invited to the pre-ride dinner on Friday, September 29.

**Family ride (5K)** - Also a Murray police escorted ride which begins at Intermountain Health Care on Cottonwood St. in Murray, this ride travels down to 4800 South and returns to its origin.

**Half-Century ride (50K)** - Begins at Intermountain Health Care on Cottonwood St. in Murray, with a turnaround rest stop at 14400 South in Draper and finishes at its origin.

**Metric Century ride (100K)** - A challenging ride with 3,400 feet of climbing begins at Intermountain Health Care on Cottonwood St. in Murray with its first rest stop at 2700 West at 14400 South in Bluffdale, then continues to Fire Station #16 in Cottonwood Heights for the second rest stop, then continues to Sunnyside in Salt Lake City for a third and final rest stop and then finishes at the starting point.

Title sponsors Costco, Intermountain Financial Group, MassMutual and Murray Rotary along with other sponsors will provide a full breakfast and lunch along with live entertainment, water, snacks and other items throughout the day.

For those interested in donating time as a volunteer or for more information regarding the events, 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 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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**About Costco**

*Costco currently operates 483 warehouses, including 354 in the United States and Puerto Rico, 68 in Canada, 29 in Mexico, 18 in the United Kingdom, five in Korea, five in Japan and four in Taiwan. The company also operates Costco Online, an electronic commerce Web site, at [www.costco.com](http://www.costco.com) and at [www.costco.ca](http://www.costco.ca) in Canada. The company plans to open an additional five new warehouses, including the relocation of one warehouse to a larger and better-located facility, prior to the end of its 53-week 2006 fiscal year, on September 3, 2006. Costco of Murray is heavily involved in the community such as sponsoring and generating \$60,000 per year for the Children's Miracle Network, also sponsoring a back pack program in which it sponsors a grade at Lincoln Middle School to provide them with back packs, pens, pencils and other school materials.*

**About Intermountain Financial Group**

*As a premier financial planning company and as a general agent for MassMutual Financial Group®, Intermountain Financial Group has been in the community for more than 100 years. With offices in Salt Lake City, Provo, St. George, Boise, Idaho Falls and Bowman its 75 plus full-time employees have served the community by working jointly with the Sugarhouse Rotary to provide books for third graders and by sponsoring Sub-for-Santa events, in which stuffed animals are collected and given to Primary Children's Hospital patients who suffer from pasts of being either physically and/or sexually abused.*

**About MassMutual**

*The MassMutual Financial Group® is a global, growth oriented, diversified financial services organization comprised of member companies with \$285 billion in assets under management as of December 31, 2003. Our family of companies serves the needs of over ten million clients by providing a broad-based portfolio of financial products and services, including: life insurance, annuities, disability income insurance, retirement planning products, long-term care insurance, mutual funds, structured settlement annuities, money management, and other trust services. Its civic involvement has included teaming up with Life Bridge, an insurance product, and provided free life insurance to low-economic children whose father or mother has passed away allowing them to pursue education.*

**About Murray Rotary**

*The Murray Rotary is an organization of business and professional leaders united who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the community. Formed in 1954 and with approximately 55 members the Murray Rotarians sponsor various community projects such as donating 1,000 dictionaries to children yearly, help eradicate polio, support Donated Dental Clinic and provide supplies and schools for children in Mexico.*

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