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**FOR IMMEDIATE RELEASE**

**Trips for Kids Receives More Than 200 Bikes from Giant Bicycle, Inc.**

*Bicycle manufacturer's donation supports the Trips for Kids Re-Cyclery Thrift Shop*

**SAN RAFAEL, Calif. - September 10, 2007** - Trips for Kids (TFK) announces the arrival of more than 200 Giant bicycles to sell at its Re-Cyclery Bicycle Thrift Shop. Profits from the shop help pay for Trips for Kids programs and its efforts to take underserved youth on mountain biking trips.

"Although Giant has been a big supporter of Trips for Kids for years, these shipments are always a wonderful surprise," said Marilyn Price, Trips for Kids director. "It couldn't have come at a better time. After a busy summer, our inventory was extremely low."

Located in San Rafael, Calif., the Re-Cyclery Bicycle Thrift Shop is perhaps the largest shop of its kind in the country and is stocked entirely from donations from companies, shops, and individuals.

"Every bike company has products it can't sell through a dealer network. Products might be overstock, out-of-date or bikes that have finish or spec issues. Do we throw away perfectly good bicycles or parts?" said Elysa Walk, general manager of Giant Bicycle, Inc. "We would prefer to continue donating these parts and bikes to worthwhile causes like Trips for Kids."

When needed, TFK mechanics assemble, refurbish, and breathe new life into donated bikes. As a regional center for affordable and environmentally sound transportation, TFK sells a unique and wide assortment of bikes, parts, and accessories. Shops sales have increased nearly every year since the shop opened in 1994. Last year, the shop raised enough money to pay for 55 percent of TFK's general operating expenses.

"We would not be able to operate without the tremendous support of the cycling industry," said Price. "While it's not often we receive shipments like this, each year hundreds of companies support our efforts to keep children active and riding bicycles."

Some of the bikes from the Giant shipment will be sent to TFK after-school Earn-a-Bike Program - a program aimed at teaching youth participants the rewards of hard work. Inner-city kids who complete the program not only learn how to build and repair bikes but also ride home with a helmet and bike of

their own.

"It is fun," said fifteen-year-old Tarci, Re-Cyclery Training Center participant. "I get away from bad things and it keeps me out of trouble. I've also learned how to fix bikes, work, help people, and be responsible."

The Trips for Kids Re-Cyclery Bike Thrift Shop is located at 610 Fourth Street, San Rafael, Calif. The shop is open every Tuesday through Friday, 12:00 p.m. to 6:00 p.m. and Saturday and Sunday, 10:00 a.m. to 4:00 p.m. For more information about TFK, go to [www.tripsforkids.org](http://www.tripsforkids.org).

### **About Trips for Kids**

Trips for Kids National is a 501(c)3 nonprofit based in Marin County, California. Trips for Kids started in 1988 as a grass roots effort by avid mountain biker, environmentalist, and Mountain Bike Hall of Fame inductee, Marilyn Price. Their programs give underserved youth a chance to experience the joy and challenge of mountain biking, while learning valuable life skills and an appreciation for the outdoors. There are currently fifty-seven Trips for Kids chapters across the United States and Canada, with more on the way. For more information on Trips for Kids, please visit [www.tripsforkids.org](http://www.tripsforkids.org) or call Marilyn Price at (415) 458-2986.

### **About Giant Bicycle, Inc.**

For more than 30 years, Giant Manufacturing has built more quality bicycles than any other bicycle company in the world, offering a full line of Giant-branded cycling products for every member of the family, at every stage of their life. Over the past decade, Giant has become one of the fastest growing bicycle brands in the United States. It is currently the third largest bicycle brand in the U.S. with sales hovering around \$100 million. Giant Bicycle, Inc. is headquartered in Newbury Park, California, housing the company's sales, product development, marketing, parts and accessories and administrative departments. For more information, visit [www.giant-bicycles.com](http://www.giant-bicycles.com).

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