



## FOR IMMEDIATE RELEASE

### **Trips for Kids' Twentieth Anniversary Gala Dinner and Auction Raises \$125,000**

*In honor of the organization's efforts, Marin County and the cities of San Rafael and Mill Valley proclaim November 3, 2007 "Trips for Kids Day"*

**Trips for Kids**  
138 Sunnyside  
Mill Valley, CA 94941  
[info@tripsforkids.org](mailto:info@tripsforkids.org)  
[www.tripsforkids.org](http://www.tripsforkids.org)  
415-458-2986

#### **Board of Directors**

Carsten Andersen  
Chauncey DiLaura  
Gary Fisher  
Patricia Gallery  
Tim Harrington  
Richard Idell  
Alan Kay  
Chuck Lesem  
Marilyn Price  
Shaughn Stanley

#### **Honorary Board**

Peter Coyote  
Mickey Hart  
Phil Lesh  
Huey Lewis  
Bonnie Raitt  
Carlos Santana  
Pete Townshend  
Bob Weir  
Thomas Weisel  
Robin Williams

#### **SAN RAFAEL, Calif. - Nov. 7, 2007 - [Trips for Kids \(TFK\)](#)**

proudly announces its Twentieth Anniversary Gala Dinner and Auction raised \$125,000 for its youth cycling programs. More than 200 patrons enjoyed an evening of wine, food, music, live auction, video montage of participating kids, and a special presentation announcing November 3, 2007 as Trips for Kids Day in Marin County and the cities of San Rafael and Mill Valley.

Celebrity guests included Trips for Kids Honorary Board members Robin Williams and Gary Fisher.

"The anniversary event was a wonderful tribute to the generosity of hundreds of individual donors, companies, foundations, and members of the cycling industry that have supported us through the years," said Founding Director Marilyn Price, who holds a place in the Mountain Bike Hall of Fame for her work with Trips for Kids. "We were excited to see Robin and so many of our long time supporters. Their message to us is always - 'Keep up the good work.' With the money we raised and the support we felt, we are ready to launch Trips for Kids into the next 20 years!"

As part of the evening's program, past participants, industry representatives and organization patrons discussed the organizations efforts over the past 20 years.

Leslie, a 16-year-old from Oakland's inner city, shared her thoughts about her first Trips for Kids ride experience.

"At first I thought 'Wow, this is different.' and I was unsure of myself when I got on my bike." Leslie said. "After we rode to the beach, I planted my feet in the sand and looked out over the big ocean. I thought, 'Every kid should have a chance to get away from drugs and violence and enjoy the freedom and happiness I feel today.'"

Gary Soquist, Advocacy Director of Quality Bike Products and active volunteer at the TFK Chapter in Twin Cities, Minn., discussed the impact the organization's rides can have on participating youth.

"On behalf of the bicycle industry, I would like to thank Trips for Kids for their efforts," Soquist said. "Many kids have never had a successful experience in organized sports. The Trips for Kids bike rides continue to give these students a real sense of

achievement."

In recognition of Trips for Kids' 20 years helping underserved youth develop fitness, confidence, riding skills, and an appreciation for nature, Marin County and the cities of San Rafael and Mill Valley, Calif., proclaimed November 3, 2007 as Trips for Kids Day. The resolution encourages community members to honor this day by promoting cycling activities that benefit disadvantaged youth in Marin and across the country.

The evening's highest bidders went home with top of the line Maverick and Ellsworth mountain bikes, a week's stay at a Sonoma vineyard estate, a Western Spirit mountain bike trip on the White Rim Trail, a Mount Tamaulipas ride with Gary Fisher, and a cycling trip to Tuscany courtesy American Airlines and Trek Travel.

Gold Level Sponsors for the event included Thomas Weisel Partners, Marin Community Foundation, and the Richard T. Busby Memorial Fund.

### **About Trips for Kids**

Trips for Kids is a national 501(c)3 nonprofit based in San Rafael, 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. Its 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 57 Trips for Kids chapters across the United States and Canada, with more on the way.

# # #

### **Media Contacts**

Marilyn Price, Trips for Kids, 415-458-2986, [info@tripsforkids.org](mailto:info@tripsforkids.org) or  
Chip Smith, 801-523-3730(wk) / 801-597-7515(cell) [csmith@soarcomm.com](mailto:csmith@soarcomm.com)