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## **Trips for Kids Earns \$25,000 Through Nonprofit Partnership with the CLIF BAR 2 Mile Challenge**

*Those who support TFK through the 2 Mile Challenge could help the organization earn up to \$50,000 this year*

**SAN RAFAEL, Calif. - May 11, 2010** - Trips for Kids (TFK) has earned \$25,000 as one of the three bike-focused nonprofits Clif Bar & Company has selected to lead its 2 Mile Challenge, a program that encourages the public to bike instead of drive trips under two miles. The nonprofit team with the most supporters with the most miles traveled will win an additional \$25,000.

"The CLIF BAR 2 Mile Challenge really motivates the public get on their bikes to fight climate change by translating their efforts into financial support for their favorite bike advocacy group," says Marilyn Price, Trips for Kids executive director. "This invitation to partner with CLIF BAR is a huge honor because bike advocacy and environmental protection are among Trips for Kids' fundamental goals."

Participants can help Trips for Kids win this additional funding by [registering online](#) for the 2 Mile Challenge, joining the Red Team to pedal for Trips for Kids and logging their miles traveled by bike before October 31, 2010.

"Forty percent of urban travel is less than two miles and about ninety percent of those trips are taken by car," says Ryan Mayo, brand experience manager of Clif Bar & Company. "We are thrilled to partner with Trips for Kids for the 2 Mile Challenge because, as an organization empowering youth to bike, it greatly influences the rising generation of bike and car commuters."

Register for the CLIF BAR 2 Mile Challenge to join the Red Team and pedal for Trips for Kids at [www.2milechallenge.com](http://www.2milechallenge.com). The Gold and Blue Teams will be pedaling for the Alliance for Bicycling & Walking and the Alliance for Climate Education, respectively.

For more information about TFK and to donate to the organization, please visit [www.tripsforkids.org](http://www.tripsforkids.org) or call Marilyn Price at 415.458.2986.

#### **About Clif Bar**

Clif Bar & Company is a leading maker of nutritious, all-natural, organic foods and drinks, including CLIF® BAR energy bar, LUNA®, The Whole Nutrition Bar for Women®; and CLIF Kid®, Nourishing Kids in Motion®. Focused on sports nutrition and healthy snacks, the company is committed to sustaining its people, brands, business, community and planet. ([www.clifbar.com](http://www.clifbar.com))

#### **About Trips for Kids**

Trips for Kids ([www.tripsforkids.org](http://www.tripsforkids.org)) is a nonprofit 501(c)3 organization based in Marin County, California. With 65-plus chapters operating in the

United States, Canada and Israel, Trips for Kids opens the world of cycling to at-risk youth through mountain bike rides and Earn-A-Bike programs. 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 to provide inner-city youth a way to enjoy the outdoors and gain much-needed life skills.

Fueled by success in the San Francisco Bay Area, the national organization was launched in 1999 with the expanded mission to open as many chapters as possible in order to provide kids with lessons in personal responsibility, achievement and environmental awareness through the development of practical skills and the simple act of having fun through mountain biking.

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