



Trips for Kids Eligible to Win \$25,000 in Pepsi Refresh Project

Throughout July, bike advocates can vote on refresheverything.com for Trips for Kids to receive funding for a new van

Trips for Kids
138 Sunnyside
Mill Valley, CA 94941
national@tripsforkids.org
www.tripsforkids.org
415-458-2986

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SAN RAFAEL, Calif. – July 9, 2010 – Trips for Kids (TFK) was selected to compete in the July Pepsi Refresh Project to win \$25,000. TFK will win if its idea to purchase a new van for the organization is voted in the top forty of 1,000 “ideas” submitted for the month. Each person can vote for Trips for Kids once a day through July 31.

If TFK is among the top 100 Pepsi Refresh Project ideas in July, it will be eligible for the \$25,000 prize in August.

“With trips running six days a week serving over 2,000 kids a year, we use our vans daily,” said Marilyn Price, TFK founder and executive director. “We use our vans to transport youth to rides and other field trips, move equipment and pick up donations. A new van is essential to the operation of our programs.”

To vote for Trips for Kids in the Pepsi Refresh Project to ensure that Trips for Kids wins its new van, go to www.refresheverything.com/tripsforkids.org.

The Pepsi Refresh Project will award more than \$20 million in 2010 to move communities forward. The Pepsi Refresh Project is an evolution of the Refresh Everything initiative Pepsi launched in 2009, which showed the brand as an optimistic catalyst for idea creation.

For more information about TFK, to donate to the organization or to learn about the Re-Cyclery Bicycle Thrift Shop in San Rafael, please visit www.tripsforkids.org or call Marilyn Price at 415.458.2986.

About Trips for Kids

Trips for Kids (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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MEDIA CONTACTS:

Elizabeth O. Hurst, SOAR Communications, 801.656.0472,
ehurst@soarcomm.com

Marilyn Price, Trips for Kids, 415.458.2986, info@tripsforkids.org