



**Overcoming
Obstacles
on the Trail and in
Life**

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Trips for Kids Thanks Cycling Industry for Support in 2007

*Bicycle industry goes green while raising funds for
mountain bike programs for low-income youth*

San Rafael, Calif. – Jan. 24, 2008 – Trips for Kids (TFK) heartily thanks the more than 100 companies that donated products to their Re-Cyclery Bicycle Thrift shop last year. Profits from the shop fund TFK’s national mountain bike program for underserved youth.

“We applaud the participating companies’ commitment to greener business practices,” said Marilyn Price, TFK founder and director. “By donating their overstocked, out-of-date, slightly used or blemished goods to the Re-Cyclery, they are reducing waste and providing a wonderful community service.”

Located in downtown San Rafael, Calif., the Re-Cyclery Thrift Shop is stocked entirely with donated merchandise from companies, shops and individuals. TFK mechanics assemble, refurbish and breathe new life into the donated bicycles. With a broad assortment of bikes, parts, clothing, and accessories, this is a regional center for affordable and environmentally sound transportation and gear. In 2007, this green business earned \$325,215, paying for 57 percent of the organization’s overall operating expenses. For a list of contributing companies and shops visit <http://tripsforkids.org/about-sponsors.htm>.

“We would not be able to sustain our current level of youth services without our thrift shop and the support of the cycling industry,” said Price. “We are extremely grateful for those companies and individuals that donate bicycles, bike parts and, most importantly, time to Trips for Kids. Thank you for your devotion to cycling and willingness to donate, and for helping improve the lives of children across the country.”

For the past 20 years, more than 38,000 low-income youth across North American have experienced the joy and challenge of TFK’s outdoor adventures. The daylong mountain bike rides build confidence and self-esteem in the children while generating an appreciation for nature.

“I learned that it is hard making it to the top, but I learned not to give up, too” said fourteen-year-old Beatriz after a TFK ride. “My Trips for Kids adventure was awesome, I had so much more fun than I normally do.”

Along with the service opportunities companies are given by donating to TFK, they are also instilling in low-income kids an excitement for mountain biking. TFK’s outreach to minority youth helps the cycling industry keep pace with the changing demographics of cycling.

Manufacturers, distributors and shops wishing to clear out unwanted stock, receive a tax deduction, help the environment, and help the kids, can email Marilyn at info@tripsforkids.org or call (415) 458-2986.

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 Trips For Kids go to www.tripsforkids.org.

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.