

FOR IMMEDIATE RELEASE

**Trips for Kids Reaches 50,000 Underserved Youth in
20 Years of Hosting Mountain Bike Rides**

SAN RAFAEL, Calif. – April 23, 2009 – [Trips for Kids](#) (TFK) today announced it has taken 50,000 underserved urban youth on mountain bike rides since its inception more than 20 years ago.

“I’m proud that our efforts have helped thousands of young people experience the world’s natural beauty and the excitement of completing a physical challenge – and so many more still need our help,” said Marilyn Price, founding director of Trips for Kids. “There are more young people than ever who need to get outside, understand how to take care of our environment, spend a day with caring, supportive adults, and get tired from good, enjoyable exercise.”

More than 60 chapters advance the TFK mission. Located in a variety of communities, the groups identify at-risk youth and work through local youth services agencies to help them. Chapters are formed by a variety of individuals and organizations including environmental centers, schools, public health agencies, after-school learning centers, bike advocacy clubs, and non-profits like the YMCA, Boy Scouts, and Girls & Boys Clubs. In many cases the kids they serve have never visited the nearby parks and outdoor areas. TFK provides the bicycles, helmets and other equipment, along with a trained ride leader and adult volunteers.

The children who participate in the rides receive safety instructions and are paired with adult ride buddies. Throughout the ride they learn environmental awareness as well as nutrition and fitness tips. Many of the participants report that the TFK mountain bike rides teach them to set goals and achieve them.

It takes TFK chapter leaders, volunteers, bicycle industry sponsors and individual donors to make TFK rides successful. Visit the TFK website, www.tripsforkids.org, to learn more about the program and to find a local chapter.

About Trips for Kids

Trips for Kids (www.tripsforkids.org) is a nonprofit 501(c)3 organization based in Marin County, California. With 60-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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