



Trips for Kids Will Bring Mountain Bike Rides to More Underserved Youth with Ellsworth Bicycles' Donation of More than 50 Bikes

Ellsworth Bicycles donates used bicycles and bicycle frames collected through its trade-in program to Trips for Kids Re-Cyclery bicycle thrift shop

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SAN RAFAEL, Calif. - April 29, 2009 - [Trips for Kids](http://www.tripsforkids.org) (TFK) today announced that Ellsworth Handcrafted Bicycles Inc. of Ramona, Calif., donated more than 50 used bicycles and bicycle frames to TFK to sell in its Re-Cyclery bicycle thrift shop. Profits from selling these bikes and frames will fund the mountain bike rides TFK hosts for underserved youth.

"We truly appreciate Ellsworth's contribution to the Re-Cyclery shop," said Marilyn Price, founding director of TFK. "About fifty percent of the budget for Trips for Kids International is supported by the shop's revenues - this donation will help us continue those efforts. We thank Ellsworth on behalf of the kids we serve around the world."

Ellsworth Bicycles acquired the used bicycles it donated through its "Economic Recovery Plan," a program that allowed its customers to "trade-in" their used bikes to receive a \$700 credit toward the purchase of a new Ellsworth bike or frame.

"We had an overwhelmingly positive response to this trade-in program," said Paul Verdile, Ellsworth Bicycles sales and marketing manager. "Several customers who didn't have used kids' bikes bought new ones specifically to donate to Trips for Kids. We received 50 bikes for the kids when we only expected to receive 30 or 40."

More than 50,000 disadvantaged young people have participated in TFK's day-long cycling adventures that take them through nearby parks and outdoor recreation areas. In addition to vigorous outdoor activity, they also enjoy the encouragement of caring adults who teach them about the environment, the importance of healthy choices and satisfaction of accomplishing their goals.

About Ellsworth Handcrafted Bicycles Inc.

Ellsworth Handcrafted Bicycles Inc. designs and manufactures some of the highest quality mountain, road and recreational bicycles in the world. Ellsworth Bicycles is a Commercial Resource Sustainable company, and USA manufacturer. The company is known for its craftsman-style approach to bike design and manufacturing. It holds many design and utility patents worldwide.

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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