



Trips for Kids

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Magura Direct Donates One Dollar to Trips for Kids for Every Uvex Children's Helmet Sold During the 2009 Holiday Season

SAN RAFAEL, Calif. - Oct. 19, 2009 - Trips for Kids (TFK) today announced that Magura Direct, United States distributor of Uvex helmets and sunglasses, will donate one dollar to Trips for Kids for every children's helmet sold during the 2009 holiday season. This donation program will apply to children's helmet purchases made between November 1, 2009 and December 31, 2009 through Uvex dealers.

"Magura Direct's donation program will help us get more kids on bikes on Christmas morning and on every other day of the year that Trips for Kids takes young people on bike trails," said Marilyn Price, TFK founding director. "Both Magura Direct and Trips for Kids believe that experiencing the exhilaration of bike riding is one of the best gifts a child can receive."

The Uvex children's helmets included in this promotion and available through dealers are Cartoon, Uvision JR, Onyx and Onyx GT styles, each of which are available in four color/graphics choices. Photos and descriptions of the Uvex children's helmets are available at www.uvexsports.com.

"When I met Marilyn, I was really impressed by her passion for bikes and by the whole Trips for Kids program," said Tony Ballantine, Magura Direct OEM and aftermarket sales manager. "We have always wanted to support Trips for Kids and our new children's helmets are a great opportunity for us to begin. Anything that gets kids on bikes is a good thing."

To find your local Uvex dealer call 800.448.3876 or visit www.uvexsports.com. For more information about Trips for Kids, please visit www.tripsforkids.org.

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About Magura Direct

Magura Direct is a primary source for German-engineered bicycle components and accessories in the U.S. Since 1975, Magura USA has been the U.S. contact for German-manufactured Magura product sales and services. Magura Direct is the exclusive U.S. distributor of Uvex, Vaude and Syntace brands.

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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