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**Trips for Kids Receives \$30,000 Grant from New Belgium Brewing Co.**

*This two-year capacity-building grant will support Trips for Kids' outreach to new and existing chapters*

**SAN RAFAEL, Calif. - Jan. 14, 2010** -Trips for Kids (TFK) announced today that it has been selected to receive a \$30,000, two-year capacity-building grant from New Belgium Brewing Company. The funds will allow TFK to provide more support to its chapters striving to get more low-income, at-risk children on mountain bike rides.

"This grant will help the national Trips for Kids organization continue outreach to its regional chapters and to potential chapters," said founding director Marilyn Price. "Both Trips for Kids and New Belgium Brewing Company share a love of mountain biking, and with New Belgium Brewing Company's help we can instill this love in more children."

With its grant from New Belgium Brewing Company, TFK will continue forming and strengthening partnerships with other national groups and developing strategic marketing and public relations plans that will help generate sponsorship and funding for regional chapters.

"New Belgium Brewing Company sees how much good Trips for Kids is doing, and we want to see its programs expand," said Kari Fletcher, New Belgium Brewing Company spokesperson. "Trips for Kids opens up the world of cycling to at-risk youth, and we are proud to be part of that endeavor."

More than 65,000 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.

Trips for Kids national organization will kick off this year's fundraising efforts in February at its 12th annual [Brews, Bikes and Bucks](#) fundraising event Sunday, February 21, 2010, at the Broken Drum Brewery in San Rafael, Calif., from 2-6 p.m, with mountain bike pioneers among the guests, great raffle prizes and delicious refreshments.

For more information on Trips for Kids, please visit [www.tripsforkids.org](http://www.tripsforkids.org) or call Marilyn Price at 415.458.2986.

**About New Belgium Brewing Co.**

The New Belgium Brewing Company, based in Fort Collins, Colo., makes brews inspired by European beers its founder tasted while mountain biking through European villages. What began as a homebrewing establishment now produces beer that is sold across the United States. With its mission to support organizations making social and environment

impacts, New Belgium Brewing Company established its local grants program to serve and connect with the local communities by donating \$1 for each barrel of beer produced. To date, New Belgium Brewing Company has donated \$3 million since its inception in 1995. In 2009, New Belgium Brewing Company donated \$490,000 to non-profit programs in 20 states. To learn more about New Belgium Brewing Company, visit [www.newbelgium.com](http://www.newbelgium.com).

### **About Trips for Kids**

Trips for Kids ([www.tripsforkids.org](http://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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