



Specialized gives 'Special' Grant to Trips For Kids Chapters

SAN RAFAEL, Calif. - December 13, 2011 - Several local [Trips for Kids](#) (TFK) chapters became the recipient of a Specialized "Grant in a Box," at the nomination of their local Specialized dealers and the Dealer Grant Program. The grants are just one component of the Specialized First Gear Program, aimed at "...getting 10,000 kids riding bikes this year who otherwise wouldn't have had the chance."

Trips for Kids

138 Sunnyside
Mill Valley, CA 94941
info@tripsforkids.org
415-458-2986
www.tripsforkids.org

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The seven Trips for Kids chapters to receive grants from the Fall Specialized Grant cycle are:

Trips for Kids Buellton, Charlotte, Chicago Voyagers, City of Lakes, of Harrisburg, Marin, Southern Arizona, Taos and Western Youth Network. These chapters will each receive a package that includes six new Specialized bikes, 10 helmets, tune ups by the local Specialized shop that nominated them, funds from the sale of TFK water bottles and more.



Three generations of Prices receive Specialized donation to Trips for Kids Marin from Bryce Kirk, Tam Bikes in Mill Valley. Left to Right: Marilyn Price, John Price Jeffris, Beth Price Jeffris and Bryce Kirk.

"Specialized has been most generous to Trips for Kids since our inception 23 years ago," said Marilyn Price, Trips for Kids founder and director. "The package that Specialized is offering to our chapters is extremely valuable and greatly appreciated. TFK gives a very 'Special' thanks to Specialized. Here in Marin, we worked with Bryce Kirk at Tam Bikes and loved connecting with a local shop that has supported us through the years."

The Specialized Dealer Grant program, which has been in existence for several years, gives local Specialized dealers the opportunity to link more closely to events in their community and support the causes they believe in. The program areas of focus are Youth on Bikes, Access for Bikes, Wellness on Bikes and Bikes as Sustainable Transportation.

According to Specialized Spokesman Simon Dunne, "Trips for Kids has

chapters all over the country that are helping disadvantaged kids discover the joys of mountain biking and our natural environments. Our dealers can help them continue to offer their great program with this 'Grant-in-a-Box.' This is the first segment of this exciting grant program. Another round of grants will be available for Trips for Kids chapters in January 2012."

Current Specialized dealers can nominate their local Trips for Kids Chapter for a future First Gear Program grant using the information found [here](#).

About Trips for Kids

Trips for Kids™ National is a 501(c)3 nonprofit based in Marin County, California. Trips for Kids (TFK) started in 1988 as a grass roots effort by avid mountain biker, environmentalist, and Mountain Bike Hall of Fame inductee Marilyn Price. TFK 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 75 TFK chapters across the United States, Israel and Canada, with more on the way. For more information, visit www.tripsforkids.org or call Marilyn Price at 415.458.2986.

About Specialized

Specialized was founded in 1974 by riders for riders. Based in Northern California, we focus on the rider's need for functional and technically advanced products that provide a performance benefit.

MEDIA CONTACTS

Marilyn Price, Trips for Kids, 415.458.2986, info@tripsforkids.org, or
Maura Lansford, SOAR Communications, 801.523.3730 x2 (wk) / 817.929.8123(cell),
mlansford@soarcomm.com