



FOR IMMEDIATE RELEASE

CONTACT: Marilyn Price, Trips For Kids

415-459-2817 or tfknatl@pacbell.net

Trips For Kids and the Police Athletic/Activities League Form an Alliance to Put More Kids on Bikes

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

San Rafael, CA, August 2, 2005 – In a new campaign to take more kids off the street and put them on mountain bikes, Trips for Kids (TFK) and the National Association of Police Athletic/Activities Leagues, Inc. (“PAL”) announce their national alliance today. This new partnership opens the door to the formation of more joint TFK/PAL chapters across the country and more youth biking programs!

These organizations are a natural fit: PAL is dedicated to placing at-risk youth in sports activities and TFK is devoted to getting them outdoors on a mountain bike. National PAL will send TFK’s start-up packets to their local chapters and encourage them to start a biking program. Through the generosity of its bike industry sponsors, TFK will supply new chapters with a fleet of five bikes, helmets, equipment, and tips on how to run safe rides.

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Together the two organizations expect to put hundreds of kids on their first mountain bike in the coming year. The first TFK/PAL chapter in Norristown, Pennsylvania is already taking kids on rides in Elmwood Park and planning a trip to ride the trails around Valley Forge. Meanwhile, new partner chapters are being formed in Anaheim and Seaside, California. As more policemen across the country do their patrols on bikes, it’s hoped that this new alliance will draw more kids into PAL activities. Additionally, as exercise is increasingly recognized as vital to a healthy lifestyle, kids will hopefully have a stronger interest in getting out to ride.

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PAL has been encouraging at-risk youth to engage in sports (including boxing, baseball, and basketball) since it began in New York over 90 years ago. PAL is now a volunteer-driven organization with 80,000 volunteers supporting nearly 350 local chapters across the country. For more information on National PAL, visit <http://www.nationalpal.org> or contact Miguel Rada at mrada@nationalpal.org, or call 561-844-1823.

TFK has been taking less-privileged youth on mountain bike outings since 1986. There are now 43 independent chapters across North America dedicated to this pursuit. Founded by Marilyn Price in Marin County, California, TFK National is generously supported by the bike industry, including among others, Trek, Gary Fisher Bicycles, REI, Park Tools, Clif Bar, and Adventure Medical Kits. For more information on TFK, visit <http://www.tripsforkids.org>, e-mail tfknatl@tripsforkids.org, or call 415-459-2817.