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#### **FOR IMMEDIATE RELEASE**

#### **Trips for Kids Bike Swap at Infineon Cougar Mountain Classic Raises \$15,000**

*Event used to raise money for bike programs for underserved youth  
deemed big success by event staff*

**SAN RAFAEL, Calif. – July 12, 2007** – Trips for Kids is proud to announce the organization's Annual Bike Swap raised \$15,000 for their youth cycling programs. This year's event was held as a part of the Infineon Cougar Mountain Classic, an annual festival of pro and amateur road and mountain bike racing, held July 7 & 8 in Sonoma, CA.

"This was our first year holding the swap at Infineon and we were delighted with the results," said Marilyn Price, director for Trips for Kids. "We know cycling enthusiasts, bargain shoppers and collectors found some good deals and the event proceeds will help almost 6,000 kids experience the joy and challenge of a Trips for Kids mountain bike adventure this year."

The 16<sup>th</sup> Annual Bike Swap featured a wide selection of bicycles, clothing, and accessories. Individuals and companies within and outside the bicycle industry donate merchandise all year round, which is sold at the swap meet and at Trips for Kids' Re-Cyclery Bike Shop. The sale of these items covers more than half of the organization's annual operating budget.

"The Trips for Kids Swap undoubtedly added value to the Cougar Mountain Classic," said Infineon Raceway's Hannah Philbin. "They offer our athletes and spectators fabulous deals on great gear while supporting kids and cycling. I am thrilled to partner with such an awesome group serving a great need. As the event grows – so will the success and popularity of the swap."

To shop or make donations throughout the year, visit the Trips for Kids Re-Cyclery Bike Shop at 610 Fourth Street, San Rafael. The shop is open every Tues to Fri 12:00-6:00 p.m. and Sat and Sun 10:00 a.m. to 4:00 p.m. For more information about Trips for Kids, go to [www.tripsforkids.org](http://www.tripsforkids.org).

#### **About Trips for Kids**

Trips for Kids is a national 501(c)3 nonprofit based in San Rafael, California. 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. Their 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 fifty-six Trips for Kids chapters across the United States and Canada, with more on the way.

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