

September 1, 2007 1,000 Bikes for 1,000 Kids? Here's a reason to say "thanks!"

Red Letter Days Supports a "Wheel" Good Cause

SALT LAKE CITY, UTAH— On October 6, 1,000 kids will be saying "thanks"—and for good reason! Bikes for Kids, a non-profit organization, will present one thousand brand new bicycles and helmets to underprivileged kids in Utah. And Red Letter Days is proud to come along for the ride.

As an official sponsor of Bikes for Kids, Red Letter Days is pleased to take part in this effort to help kids have fun. Sharing a few "good manner tips" can't hurt, either. In addition to in-kind contributions, Red Letter Days will provide free designer cards (perfect for saying, "thanks for the bike!") and discounts to participants.

October 6 marks the second annual Bikes for Kids event and includes a fund-raising dinner and auction, bike races and rides of various lengths—including a time trial and 50K ride with U.S. cycling champion Dave Zabriskie. Proceeds of all events purchase bikes for underprivileged kids and benefit cycling safety and advocacy projects.

Bikes for Kids was formed in 2006 to provide disadvantaged children with free bicycles as an inexpensive and fun way to get to school and enjoy a hobby that promotes healthy living, responsibility, and safety. To learn more about Bikes for Kids and Red Letter Days participation, or to participate in the events, visit www.bikesforkidsutah.com