



## **FOR IMMEDIATE RELEASE**

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### **Jelly Belly Cycling presented by Kenda Donates Training Camp Weekend to Kimberlee's Bikes for Kids; Auction to take place on eBay**

**San Diego, Calif. (December 8, 2009)** One lucky cyclist will have a chance to meet, greet and ride with the Jelly Belly cycling team in California this winter. And it's all for a good cause: to put more kids on bikes through Kimberlee's Bikes for Kids.

Jelly Belly Cycling presented by Kenda, which is managed by Olympian Danny Van Haute, will provide a free weekend at its cycling camp in San Marcos, Calif. (just north of San Diego) where a cyclist will meet and have dinner with the team on Friday, February 12, ride with the team on Saturday the 13<sup>th</sup>, then have breakfast and depart on Sunday, February 14<sup>th</sup>. In addition, a selection of the team's sponsors will donate product to the winning bidder.

The training camp weekend will go up for bids on eBay on January 11 at <http://stores.ebay.com/Kimberlees-Bikes-for-Kids>.

"We're happy to donate a weekend at our cycling camp to Kimberlee's Bikes for Kids whose goal is to get more kids on bikes," said Van Haute. "It's a great charity with a great cause and we feel honored that we can help out. We look forward to hosting the winning rider at our training camp."

Says Dan Gindling, president of Kimberlee's Bikes for Kids: "Danny Van Haute and Jelly Belly Cycling presented by Kenda have been very generous with their training camp donation. For every \$50 we raise we can supply an underprivileged child with a brand new bike, helmet and lock. Our goal next year is to put 1,000 kids on bikes and the Jelly Belly donation will go a long way in helping us reach our goal."

#### **The winning bidder will get:**

- Transportation to and from San Diego's Lindberg Field airport to the San Marcos Resort
- Two free nights at the resort
- Meals with the team beginning with dinner on Friday, February 12 and ending with breakfast on February 14<sup>th</sup>
- Opportunity to ride with the team on Saturday, February 13<sup>th</sup>

To see other items being auctioned at the Kimberlee's Bikes for Kids eBay store, go to <http://stores.ebay.com/Kimberlees-Bikes-for-Kids>

#### **About Kimberlee's Bikes for Kids**

Established to honor Kimberlee Caledonia, a talented and avid cyclist from San Diego who died of brain cancer in 2008, Kimberlee's Bikes for Kids distributes free bicycles, helmets and locks to underprivileged 1<sup>st</sup> – 3<sup>rd</sup> graders. For more information on the 501(c)(3) foundation, go to [www.kimsbikes.org](http://www.kimsbikes.org).

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