

FOR IMMEDIATE RELEASE

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LOCAL NON-PROFIT, BIKE SHOP, AND INJURY PREVENTION PROGRAM DONATE BIKES AND HELMETS TO LOCAL YOUTH JUST IN TIME FOR CHRISTMAS

The Youth Connection, Aberdeen Bike and Outdoors, and Kohl's Injury Prevention Program at the Children's Hospital of Michigan are launching a partnership to provide free bicycles to youth by giving away 17 bikes for Christmas!

December 15, 2016, Detroit, MI – The Youth Connection (TYC), Aberdeen Bike and Outdoors (ABO), and the Kohl's Injury Prevention Program at the Children's Hospital of Michigan (KIPP) announced today it is donating bicycles and helmets to local youth for Christmas on Friday, December 16th, 2016 at TYC's headquarter at 4777 E. Outer Drive; Suite 1340, Detroit, MI 48234. The donation, which will kick-off an ongoing partnership between TYC and ABO, will include 17 youth bikes and helmets donated by ABO and KIPP from 3:00pm – 5:00pm.

The partnership, which will feature ongoing donations of bicycles by Aberdeen Bike and Outdoors to support The Youth Connection's I2D2 Fit 'N Fun Family Clubs, will work to get gently-used youth bicycles in the hands of local children who need them by giving away the bikes at local schools and at The Youth Connection's Annual After-School/Back-to-School/Off-to-College Fair held on Belle Isle in August.

The partnership began just last week when the owner of Aberdeen Bike and Outdoors, Mike Casey, decided to contact The Youth Connection after deciding that resale bicycles that were in excellent/good condition could be best put to use by giving them to kids who need them. "We decided to reach out to non-profit organizations that work with kids in Detroit in order to give back to youth in the City," said Mr. Casey. "We are thrilled to begin this partnership and look forward to working with The Youth Connection in the next year to help families who may not be able to afford a bike are able to get one to enjoy in the summer."

In addition to the bicycles, ABO also plans to train TYC staff and local youth in general bike repair. ABO will also supply the necessary parts needed to complete repairs to The Youth Connection so youth who live in the neighborhood will have a place to fix their bike should any problems arise.

Regarding the donation, The Youth Connection's President and CEO Grenaé Dudley said: "We are blessed in many ways at The Youth Connection. First, to have new partners like Aberdeen Bike and Outdoors step up to fill a need in our local community. Second, that our families who participate in our exercise and nutrition program will have a chance to receive a great bike to continue their enjoyment of bike riding as a fun and free form of exercise once our program is finished."

After initial conversations about the bike donation were complete, The Youth Connection contacted a long-time partner, the Kohl's Injury Prevention Program at the Children's Hospital of Michigan, to donate brand new helmets for youth receiving a bicycle. KIPP was more than happy to pitch in and give these new riders a new helmet to ensure their safety.

A brief description of the donation event is below:

Who: The Youth Connection, Aberdeen Bike and Outdoors, Kohl's Injury Prevention Program at the Children's Hospital of Michigan and parents of local Detroit youth.

What: Bicycle and Helmet giveaway for the holidays to launch a partnership that will provide free bikes to youth in need

Where: Conner Creek Health Center, 4777 E. Outer Drive, Detroit, MI 48234

When: Friday, December 16, 2016, at 3:00pm

About The Youth Connection: *The Youth Connection is a 501(c)(3) non-profit organization dedicated to connecting our youth to a brighter future through career exploration, job training, internships, after-school programs and academic assistance for metropolitan Detroit area youth. For more information about The Youth Connection, please visit www.theyouthconnection.org.*

About Aberdeen Bike and Outdoors: *Aberdeen Bike and Outdoors is a locally-owned bicycle and outdoor recreation shop located in Chelsea, MI. They specialize in bicycles, outdoor clothing and kayak sales and service. For more information about Aberdeen Bike and Outdoors, please visit www.aberdeebike.com.*

About Kohl's Injury Prevention Program at the Children's Hospital of Michigan: *Kohl's Injury Prevention Program at the Children's Hospital of Michigan is committed to keeping children safe and reducing injury risks. They give children and their families the information and support needed to make positive, health-promoting choices about their personal safety and well-being. For more information about KIPP, please visit www.childrensdmc.org/KIPP.*

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