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MassMutual Financial Group Names Bikes for Kids Utah "Community Service Award" Winner

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(PRLEAP.COM) SALT LAKE CITY - May 2007 - Bikes for Kids Utah, a non-profit organization that provides bicycles for underprivileged children, today announced it has been honored by MassMutual Financial Group with a Community Service Award. The award includes a \$10,000 grant that will be used for the 2007 Bikes for Kids Utah event, scheduled for early October.

"Salt Lake City-based MassMutual Intermountain Financial Groups' agents and employees were invaluable to the success of our 2006 event," said Debbie Reid, founder and director of Bikes for Kids Utah. "We had individuals who spent more than 400 hours helping with everything from planning bike routes to parking on the day of the event."

In 2006, Bikes for Kids Utah held its first annual fundraising event and provided 1,000 underprivileged children with bicycles, helmets, t-shirts and locks. Proceeds were raised through sponsorships, a fundraising dinner with silent auction and bicycle rides, including a ride with Salt Lake City native Dave Zabriskie, the third American ever to wear the yellow jersey in the Tour de France.

"MassMutual encourages its agents and full-time employees to contribute personal time to organizations that have a positive impact within the community - Bikes for Kids Utah was certainly a high-impact event," said Ronn Johnson, director of community relations for MassMutual Financial. "Donating 1,000 bikes, helmets, locks, and jerseys to 1,000 kids will go a long way in providing transportation to school, exercise and an avenue to learn responsibility and safety. We are looking forward to helping with the 2007 event."

The MassMutual Community Service Awards program is intended to broaden the base of philanthropic efforts while encouraging agents, general agents and full time agency employees to contribute their personal time and efforts to benefit their community. From the dozens of applications MassMutual received, eight non-profit agencies received a Community Service Award and a \$10,000 grant.

The 2007 Bikes for Kids Utah is scheduled for October 5-6, 2007.

For more information about Bikes 4 Kids Utah, please visit <http://www.bikes4kidsutah.org/> or call 801-453-2296.

About Bikes 4 Kids Utah Formed in 2006, Bikes for Kids Utah, a non-profit organization, provides bicycles, helmets, t-shirts, locks and bicycle safety education for underprivileged children throughout the Salt Lake Valley by means of proceeds acquired through planned bicycle rides, auctions, and through private and corporate donations. For more information regarding the events, please visit <http://www.bikesforkidsutah.org/> or call 801-453- 2296.

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