

PRESS RELEASE



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FOR IMMEDIATE RELEASE

ALABAMA BIKE SHARE PROGRAM WINS AUGUST GRANT CAMPAIGN

\$1,000 Grant Used to Support Bike Share and Trail Program in Montevallo, AL

SUNAPEE, NH. (September 6, 2011) - With a flurry of voting activity taking place in the final 24 hours the Montevallo Bike-Share Program, the only city-wide bike-sharing program in the state of Alabama, pulled ahead to win the \$1,000 August All Terrain Cares Grant.

“We feel it’s important to be able to give back and support those that have supported our brand through the years,” said David Kulow, president of All Terrain. “Rather than trying to decide which type of organizations to support we decided to let our customers tell us what was important to them,” said Kulow.

During the months of June, July and August non-profit groups from across the country that support youth activities, keep people outside or support environmental causes were asked to apply for the All Terrain Cares Grant.

“Each month, votes were cast in support of these programs and we’re thrilled to be able to support a wide range of programs and watch them grow in the coming years,” said Kulow.

The August grant winner, the Montevallo Bike-Share program, provides people with environmentally friendly public transportation at affordable rates. The program, which also supports a 2.5 mile recreational trail that conserves the natural habitat and wildlife of Shoal Creek, works to stimulate citizen interest in the positive outdoor experiences to be had in and around the Montevallo, AL area.

Finishing in second place, and the winner of a \$500 Grant from All Terrain, is the Deaf Youth Outdoor Leadership based in Quincy, MA. This organization empowers deaf youngsters to develop leadership skills through peer-based outdoor adventures. Fall and winter programs range from weekend canoe trips to weekly cross-country skiing sessions for deaf children.

In third place, and the winner of a \$250 grant from All Terrain, is the **Alabama Hiking Trails Society**, a ten-year-old organization dedicated to providing hiking opportunities throughout the year so hikers can learn about Alabama's unique outdoor environment, participate in volunteer trail work, and educate the public about how to beset care for the hiking trail system. The funds from All Terrain will be allocated to the AHTS conference which helps to educate participants in trail building, maintenance, environmental issues and backpacking trips.

About All Terrain

Headquartered in Sunapee, New Hampshire, All Terrain sells natural, effective products for people who lead active lives, including DEET-free insect repellents, sunscreens, first aid, soaps, sanitizers, and products created especially for kids and pets. All Terrain continues to develop, test and introduce quality performance products to help people enjoy the outdoors naturally. For more information visit: www.allterrainco.com.

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