



FOR IMMEDIATE RELEASE

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## **A Bowl of Chili for You, A New Bike for a Local Child**

*Traverse City, Mich.*— A bowl of chili can help create a little Christmas magic for a local child. The annual Great Chili Bike-Off is back on December 5th at Bill Marsh Hyundai in Traverse City to benefit Bikes for Tikes!

“Because of the way the calendar falls, we have about one less week for the Toys for Tots campaign,” says Toys for Tots Coordinator, Maggie Kent. “It means we have a lot of toys we need to collect in a short period of time. The Great Chili Bike-Off comes at a critical time in the campaign. Every donation will help assure that every child in northern Michigan has a special Christmas.”

Chili chefs, including several returning favorites and past winners, will again be serving up their homemade recipes for lunch from 11am-1:30pm on Thursday inside the Bill Marsh Hyundai showroom located at 1661 S Garfield Ave in Traverse City.

With a freewill monetary donation for Bikes for Tikes, you can enjoy a delicious chili lunch and cast your vote for your favorite recipe. The winning chili chef will walk away with great prizes and untold glory!

Now in its 19<sup>th</sup> year, Bikes for Tikes has collected and distributed over 4,000 bikes through five counties in northwest Michigan. The program hopes to collect at least 400 bikes this year.

All proceeds from The Great Chili Bike-Off will support Bikes for Tikes of Northwest Michigan as they collect bikes for local children in need. The bikes will be distributed during the holiday season through NW Michigan Marine Toys For Tots.

“What greater joy is there for a child than seeing a bike under the tree on Christmas morning? Unfortunately, there are many families that just can’t afford that luxury. This fun event helps those Christmas wishes come true for many children in our area,” says Bill Marsh Jr.

Learn more about the Bikes for Tikes campaign by visiting [BillMarshBikes.com](http://BillMarshBikes.com). More information about Toys for Tots, including a full list of agencies, is available at [ToysForTots.org](http://ToysForTots.org).

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