



**Trail Appliances**  
*Appliances and more!*

**TRAIL APPLIANCES LTD.  
PRESS RELEASE**

**For Immediate Release  
July 16, 2008**

---

***Rider for the Bike to Beat Childhood Obesity arrives in Calgary on Sunday, July 20***

---

Brock Picken, who is bike riding 4,572 kms across Canada for childhood obesity will be making a stop at Trail Appliances south store (6880 – 11 Street SE) on Sunday, July 20, 2008. Traveling an average of over 150 kms a day, Picken has been riding his bike wearing a 40 pound weight suit to raise money for the SickKids Foundation in Toronto, Ontario.

Trail Appliances, along with Kinetico, Canada's Water Experts, is proud to host Picken's arrival at 3pm as he rides down 11 Street SE from Brooks, Alberta. Alberta Pork will be on site barbecuing healthy products for a Loonie, and Kinetico will be selling bottled water for a Loonie with all proceeds going to Picken's cause, SickKids Foundation for childhood obesity.

Trail Appliances' own Chef Neil Stuart will be hosting ***Kulinary Kids*** in their live kitchen from 2-5pm. ***Kulinary Kids*** is Calgary's first and only cooking school dedicated to teaching young people on how to cook creative meals, while instilling a nutritional basis with use of a broad range of ingredients.

Please join Trail Appliances, Kinetico Canada, and Kulinary Kids for this amazing event and help cheer on Brock Picken as he rides into Calgary!

*Trail Appliances is a privately owned company operating in the provinces of Alberta and British Columbia. Family owned and operated for 34 years, Trail Appliances is the largest independent appliance retailer in Western Canada with 13 stores. Today, two generations of the Broderick family are actively involved in a business that was started by Jack Broderick and his son Paul. Our company has been built on delivering impeccable service, old-fashioned values, community involvement, and bringing the most innovative products in the market to our customers.*

- 30 -

---

**Brock Picken will be available for interviews on all morning shows on Monday, July 21. Please contact Sandee Wahl to book your time to meet with this extraordinary person!**

For more information, please contact:  
Sandee Wahl, Promotions & Marketing Manager  
(403) 212-7293  
swahl@trail-appliances.com

---