



## The Countdown is on for the Ninth Annual Kona/IMBA Buck-a-Bowl

*- Come to see Everyone's Favorite Drunk Cyclist Honored,  
and the Newest Kona Employee Hazed Unmercifully  
for a Great Cause -*

**Las Vegas, NV** (September 5, 2006) – The ninth annual Kona/IMBA Buck-a-Bowl is less than a month away, so make sure you've got your drinking bowling shoes on in time for September 28 at Las Vegas' fabulous Orleans Casino, where all hell will break loose for a great cause. That's right, on Thursday, September 28, during InterBike, at the Orleans' 70 lane bowling center, Kona and IMBA invite *you* to take part in the ninth straight year of this great event, with all proceeds benefiting the Kona-IMBA /Freeride Grant Program.

In its ninth year, the event has become a fixture on the InterBike social calendar, and it's no coincidence the Orleans' biggest annual bar tab always falls on the night of the Buck-a-Bowl.

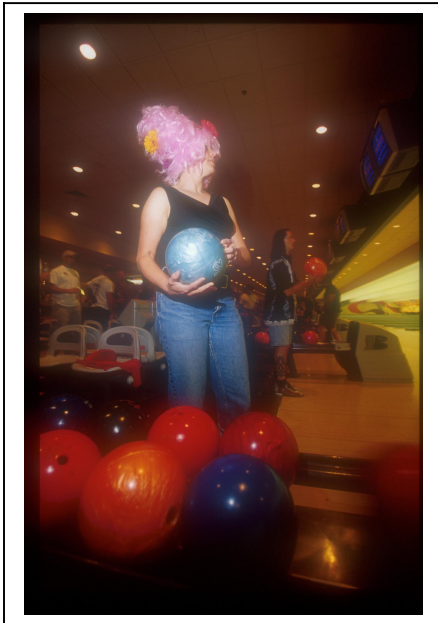


This year, Kona and IMBA will honor everyone's favorite Drunk Cyclist and regular Buck-a-Bowl attendee, Big Jonny of Drunk Cyclist, by keeping his traditional lane assignment of 69 dark for the duration of the evening. Big Jonny is still recovering from injuries sustained when he was recently hit by a car while riding his road bike, and he will not be able to attend Buck-a-Bowl this

year. Instead, lane 69 will be silently auctioned, with the winning bid donated to IMBA in the names of both Big Jonny and the winning

donor. The silent auction will take place before the Buck-a-Bowl online at [www.drunkcyclist.com](http://www.drunkcyclist.com) and at Kona's InterBike booth (#575), and a pair of shoes will adorn the lane to entice extra donations.

Also, Kona's newest employee, Brian "Chewy" Balik, will be selling locks of his mane for \$20 a lock to raise additional money for the Kona/IMBA Freeride Grant, with all his hair going to Locks of Love, an organization that provides hairpieces for children with long term medical hair loss. <http://www.locksoflove.org>. Let's shave Chewy bald!



Check-in for lane assignments and bowling shoe fitting will begin at 8:30 p.m., and the traditional "First Strike for IMBA" will occur sometime after 9 p.m. Cost is \$200 for a team of four. First Strike for IMBA, sponsored this year by Dan and Jake, pledges \$100 for every strike thrown on the first ball of the evening, and Hayes Disk Brakes will be sponsoring the Hayes High Score, donating the dollar amount of double the night's high-score. Teams are encouraged to register early, as the Fun Raiser has a history of selling out. To register a team, contact Kona's King Pin Mark Peterson at [mp@konaworld.com](mailto:mp@konaworld.com), or register online at <http://go.imba.com/bowl>.

And, this year, due to the success of the Vegas Buck-a-Bowl, Kona is teaching local shops, clubs and mountain biking organizations how to 'Bowl Your Own', and organize your very own Buck-a-Bowl at your local alley. The 'Bowl Your Own' promotion kit will include:

- The "How to Bowl Your Own" guide; a step-by-step, Kona-branded booklet with timeline and associated tasks.
- A template for a poster/flyer announcing the event.
- A template for a press release to be distributed to the local media.
- Kona swag to distribute at event.
- One Kona King Pin bowling shirt for event coordinator.
- Other prize swag from Kona vendors

So, go to it! Bowl Your Own Buck-a-Bowl, and we'll see you in Vegas!

**About the Kona Bicycle Company:** Buzzed for a cause.

[www.konaworld.com](http://www.konaworld.com)

**About the Kona/IMBA Freeride Grant Program:**

Now in its third year, the Kona/IMBA freeride grant program's goal is to speed the development of freeriding opportunities on public land. Grants can be used for a variety of purposes, including planning, training, funding campaigns to gain land manager approval, addressing liability concerns, trail and stunt construction, trailhead kiosks and signage, and freeride organization building.

Applications are evaluated on the probability of project success, strength of land manager partnership, projected quality and sustainability of trail and features, and the potential for the project to serve as a model form other areas.

For more information about the Kona/IMBA Freeride Grant Program, visit [http://www.imba.com/resources/grants/kona\\_fr\\_grant.html](http://www.imba.com/resources/grants/kona_fr_grant.html).

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