

Let's Go

Girls



10th Annual Kelly Shires Breast Cancer Snow Run for Fun

LET'S GO GIRLS! The anticipation builds as the 10th annual Kelly Shires Breast Cancer Snow Run for Fun is just around the corner. This all-women snowmobile event is a fundraiser designed to help financially aid breast cancer patients across Canada. The 10th Anniversary Event takes place the weekend of February 7, 2009, at Deerhurst Resort in Huntsville, Ontario and promises to be a weekend to remember. "We have so many special things taking place this year and some surprises that are going to make this 10th Anniversary celebration one for the history books", says Suzy Stenoff, Co-Founder of the charity. Participation response has been phenomenal and the Ontario organizing committee is thrilled to get out on the Muskoka trails to ensure that all participants have a wonderful time. "We were so excited to once again be a part of the Toronto International Snowmobile, ATV & Powersports Show this past October and are pleased with the great feedback we received from people at the show for this years event", adds Marion Mochrie, Director.



The event was co-founded by Kelly Shires and Suzy Stenoff in January 2000 and has grown incredibly over the past ten years. Kelly lost her lengthy battle with breast cancer on October 31, 2004, making this the 5th year without her at the event, but you can definitely feel her passion through the wonderful volunteers that make this all happen. It is a fun-filled weekend starting off with a 'meet'n'greet' on Friday evening full of munchies, prizes, contests, and surprises. The ride takes place Saturday, February 7, 2009, after a moment of silence in remembrance of those we have lost to this disease and to all those battling the disease, followed by the theme song chosen by Kelly Shires, "Man, I feel like a woman" by Shania Twain, the ladies will head out on the trails. Whether it's your first time riding or if you are an experienced rider, there is a team for you. Ladies can choose one of the four teams (Team Turtle for beginners, Team Rock is a little more aggressive than the beginner team, The Dream team is again a little more aggressive but sticking to the speed

limit, and the Hooter Haulers, well, we will let you use your imagination here!).

Each team departs Deerhurst Resort in the morning and arrives at a lunch destination for some camaraderie and good food. Each team then heads out on the beautiful Muskoka trails back to Deerhurst Resort where they will be greeted by friendly faces and hot chocolate. Upon returning to the resort, riders will then have a chance to relax and get rid of their helmet hair before the evening gala. The evening finishes with a wonderful dinner complete with speeches, awards and silent auction. From the moment you arrive to the moment you leave, you are filled with a great feeling of doing something wonderful for breast cancer patients all the while having a fantastic time.

If you have heard of this event before and have thought about coming out, this would be the perfect year to join the celebration. Not only is it a great time out on the trails for a wonderful cause, it is an experience you will truly treasure. You will leave a





changed person and will connect with some amazing ladies who have a passion for snowmobiling.

“As we prepare for the 10th anniversary event, I am filled with mixed emotions with the success of the charity. It is awesome that the charity is growing and receiving support from participants and sponsors but it is equally upsetting that the need for assistance grows everyday. Hopefully, one day cancer will be beaten but until then, we will continue our efforts so we can make the lives of those battling breast cancer a little less challenging”, says Barb Mair who is the volunteer registrar for the Ontario event and employee of long time sponsor Factory Recreation.

The charity has raised over \$1.2 million dollars in the past ten years aiding breast cancer patients across Canada. When Kelly was diagnosed in 1997 she realized that this need was there. Before her passing in October 2004, Kelly was asked what her dream was and her answer was simple “I don’t want anyone else to ever go through what I went through”, and that is the dream that is carried on today. Although fundraising each year has been



astounding, the realization of the need grows more apparent with each passing year. On average, seven to ten applications are received by the charity each week from breast cancer patients across the country. The fundraising goal of the event this year is \$375,000.00 which would allow the charity to successfully help each patient who applies to the fund in 2009 based on the current volume of applications that qualify for assistance.

In addition to the 10th Annual Ontario ride, the Quebec chapter will be hosting its 4th annual ride in Quebec City on February 28, 2009. “Having chapters across the country was one of Kelly’s dreams, and being fluent in French, I was able to help fulfill part of her dream with the success of the Quebec Chapter”, says Isabelle Dusastre, Director.

In order to help commence the anniversary celebration, the Ontario organizing committee has decided to make its theme based on Kelly’s favourite saying “Dance like nobody’s watching”. Don’t miss your chance to come out for a weekend of celebration, snowmobiling, and to Dance like Nobody is Watching! Together we can make a difference!

For more information on the charity, to register for the event, to apply for assistance or to make a donation, please visit www.breastcancersnowrun.org or randonneenesneiges.org



KELLY SHIRES BREAST CANCER SNOW RUN DONATION FORM

Yes, I want to make a difference in the lives of women who have developed breast cancer.

Here is my donation of \$ _____

Name:

Address:

City:

Prov:

Postal Code:

Phone:

Email:

Please make cheque or Money Order payable to the **Kelly Shires Foundation**

Kelly Shires Breast Cancer Foundation
523 Elizabeth Street, Suite #101
Midland, ON L4R 2A2

Please charge my Credit Card: VISA (we only accept VISA)

Card Number:

Expiry Date:

A Tax Receipt will be sent for Donations over \$20.00.
Charitable Registration # 895376614 RR0001
For more information please call 1-877-436-6467 or fax 705-528-0782
jen@breastcancersnowrun.org

Signed:

Date: