



FOR IMMEDIATE RELEASE

OVER \$485,000 RAISED FOR THOSE BATTLING BREAST CANCER

Huntsville, Ontario - February 4, 2018 - This past weekend the 19th Annual Kelly Shires Breast Cancer Snow Run was a great success! Over \$485,000.00 was raised in pledges and corporate sponsorship, with more expected to come in this week. The team is very proud of the \$5.5 million that they have raised over the past 19 years!

Kelly Shires lost her long battle with breast cancer in October 2004 but her memory & spirit were kept strong this past weekend. The event kicked off Friday evening at the Meet'n'Greet with Emcee, Carey Moran from KICX FM. Saturday morning the enthusiasm was outstanding as 102 women suited up to participate in this spectacular annual event. The day started off beautifully with a moment of silence in memory of those who have lost their battle with breast cancer and an enthusiastic dance to the event theme song "Man, I feel Like a Woman" by Shania Twain, a song chosen by Kelly Shires to represent the event. The ladies then headed off on the trails to all meet up again at their lunch destination in Kearney. This exhilarating event was held at the cozy Hidden Valley Resort in Huntsville, Ontario. The trails were beautifully groomed for the teams as they travelled the designated route. Special thanks the local snowmobile clubs for making sure the trails were groomed perfectly for the ride.

The ladies completed the ride of challenging trails in the afternoon arriving back at Hidden Valley Resort and were welcomed back with a warm cup of hot chocolate and treats donated by and Hidden Valley Resort. The closing ceremonies consisted of a gala banquet dinner with emcee and breast cancer survivor, Beverly Thomson, awards, and auctions. The team is already planning for the 20th Anniversary event taking place at Hidden Valley Resort on Feb 1-3, 2019.

Special mention to our winners of the Kelly Shires Award – Alison Walker, Kim "Sparks" Fish award – Amy Gregorio and the Betty Black Award for highest pledges – Kim Sage.(2nd year in a row!). Congratulations to our raffle draw winners, Lisa Ross, Ingersoll, Ontario who won the first place prize of a 2018 Ski-Doo Adrenaline ADR 1200 donated by BRP Inc. and Factory Recreation in Midland. Jenn O'Brien, Kitchener, Ontario who won the 2nd prize of a \$500 gift certificate at Royal Distributing and John Graham, Bradford, Ontario who won the 3rd prize, a stay for two at Hidden Valley Resort.

Extra special thanks and appreciation to this year's participants, volunteers, media partners and Sponsors for their part in making this year so successful. Special thanks to our Platinum level sponsors - BRP/Ski-Doo®, Choko Designs, Factory Recreation in Midland, FXR Racing, Hapamp, Royal Distributing, Snap-on Tools and the Toronto International Snowmobile ATV & Powersport Show for their continuous support. Thank you to the team at Hidden Valley Resort for all the extra special touches and for making us feel at home once again. Together we ARE making a difference!

Don't miss our annual ATV event, the 9th annual event takes place in Parry Sound May 4 & 5th www.trax4bc.com. Our 3rd Annual Motorcycle Sun Run takes place on July 21st at Royal Distributing in Guelph.

For more information on the event or to apply to the trust:

WWW.BREASTCANCERSNOWRUN.ORG

WWW.KELLYSHIRESFOUNDATION.ORG

1-877-436-6467

Suzy Stenoff, Co-founder & Director, suzy@breastcancersnowrun.org