



## FOR IMMEDIATE RELEASE

### **OVER \$585,000 RAISED FOR THOSE BATTLING BREAST CANCER**

**\*\*UPDATED FEBRUARY 19, 2018 – TOTAL RAISED HAS REACHED JUST OVER \$600,000\*\***

**Huntsville, Ontario - February 3, 2019** - This past weekend the 20<sup>th</sup> Anniversary Kelly Shires Breast Cancer Snow Run was a great success! Over \$585,000.00 was raised in pledges and corporate sponsorship, with more expected to come in this week. The team is very proud of the \$6.2 million that they have raised over the past 20 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 130 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 Shania Twain's "Man, I feel Like a Woman" by Shania Twain, a song chosen by Kelly Shires to represent the event. The group was treated to a live singing of the song by Shania TWIN! 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 Highland Rovers Snowmobile Club for all of their hard work.

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 21<sup>st</sup> annual event taking place at Hidden Valley Resort on Jan 31 – Feb 2, 2020.

Special mention to our winners of the Kelly Shires Award – Dorothy Creighton, Kim "Sparks" Fish award – Carey Moran and the Betty Black Award for highest pledges – Blair Munn. This years Betty Black recipient took home a 2019 SeaDoo Spark donated by Factory Recreation and Royal Distributing! Congratulations to our raffle draw winners, Jeff McLean, Omeme, Ontario who won the first place prize of a 2019 Ski-Doo ACE 900 donated by BRP Inc. and Factory Recreation in Midland. Jeff Stalford, Gilford, Ontario who won the 2<sup>nd</sup> prize of a \$500 gift certificate at Royal Distributing and Lisa George, Acton, Ontario who won the 3<sup>rd</sup> 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, Maiga Shea Butter, 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 10<sup>th</sup> Anniversary event takes place in Haliburton May 3 & 4th [www.trax4bc.com](http://www.trax4bc.com). Our 4th Annual Motorcycle Sun Run takes place on July 20th 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](mailto:suzy@breastcancersnowrun.org)**