



### WOMEN HELPING WOMEN

At the age of 34, Kelly Shires life was changed forever (Christmas 1997). Kelly and her husband Ken were running a successful dry land marine facility and expecting their first child, Kelly discovered a lump in

her breast. It was a difficult and emotional time of their life: within a week, Kelly had four surgeries, terminated the pregnancy and began six months of chemotherapy. Due to the financial strain of battling the illness, they gave up their business and moved to the Georgian Bay area to begin a quieter lifestyle and concentrate on Kelly's recovery. Through her own personal struggles, Kelly realized that she wanted to help others who had Breast Cancer. Together with her friend, Suzy Stenoff, this tragedy was turned into something positive; the Kelly Shires Breast Cancer Snow Run. On October 31, 2004 Kelly lost her battle with Breast Cancer, but her spirit and determination live on thanks in part to a dedicated group of volunteers. Please join us in our journey to keep Kelly's dream alive.

### WHY A SNOW RUN?

There are many worthwhile events & organizations raising money in the name of cancer research but the Kelly Shires Foundation is different. Formed out of a passion for snowmobiling and an equal passion for helping women who truly need help, the **Foundation distributes funds directly to those battling breast cancer across Canada.** Through personal experience, Kelly realized that dealing with the physical, emotional and financial aspects of this disease can be very tough. The charity actively helps patients year round, the primary fund raising event is a "women only snowmobile event" held annually in early February.

### HOW IS MONEY DISTRIBUTED?

Patients must complete an application, along with medical and financial information. Once an application for assistance is received, a committee reviews the application and renders their decision. All applications are handled in the strictest of confidence. Funds are disbursed as soon as the application is approved, usually within 7 - 14 days.

**A very special Thank you to our  
Platinum sponsors.  
Please support them, as they support us!**



### SPONSORSHIP OPPORTUNITIES AVAILABLE

#### **Kelly Shires BREAST CANCER FOUNDATION**

**523 Elizabeth Street Suite #203  
Midland, Ontario L4R 2A2  
705.528.1053 1.877.436.6467**

#### **EVENT INFORMATION / REGISTRATION**

**REGISTRATION@BREASTCANCERSNOWRUN.ORG**

#### **MEDIA / SPONSORSHIP**

**MEDIARELATIONS@BREASTCANCERSNOWRUN.ORG**

#### **CHARITY INFORMATION / FINANCIAL ASSISTANCE**

**INFO@BREASTCANCERSNOWRUN.ORG**

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# **KELLY SHIRES BREAST CANCER SNOW RUN 2017 FEBRUARY 3, 4 & 5 HIDDEN VALLEY RESORT**

**HUNTSVILLE, ONTARIO**

Being diagnosed with Breast Cancer can create significant financial challenges over the course of treatment. Often these expenses are not covered by private or public medical insurance. The Kelly Shires Breast Cancer Foundation helps with the financial aspects of living with cancer so the patient can better focus on their personal well being.

*SINCE IT'S INCEPTION IN 2000,  
THE KELLY SHIRES BREAST CANCER SNOW RUN  
HAS RAISED OVER  
4.6 MILLION DOLLARS  
FOR BREAST CANCER PATIENTS ACROSS CANADA*  
**www.breastcancersnowrun.org**

## 18 YEARS OF FUN!

How times flies when you are having fun! As always we are filling this weekend with as much fun as possible. Mark your calendars and join us as we celebrate 18 years of the KSBCSR.

At the Snow Run weekend we kick back, have some fun and raise necessary funds for a very worthwhile cause. Our host resort is the beautiful Hidden Valley Resort in Huntsville where we have exclusive use for the weekend!

Your weekend starts Friday evening with a buffet dinner, games, prizes and fun. A great time to meet your team mates and catch up with old friends.

After a hearty breakfast buffet Saturday, enjoy a 100-160 km long snowmobile ride (weather depending) through the spectacular trails in Muskoka. Participants chose their team based on their comfort & riding ability. Riders leave the resort at staggered intervals commencing at 9:00am Saturday, enjoy lunch along the way and returning to the

### WEEKEND AGENDA

#### FRIDAY FEBRUARY 3

- 2:00PM—REGISTRATION OPENS
- 2:00PM—MINGLE AREA OPENS
- 8:00PM—MEET N' GREET

#### SATURDAY FEBRUARY 4

- 7:00AM—REGISTRATION OPENS
- 7:00AM—BREAKFAST
- 9:00AM—OPENING CEREMONIES
- 9:15AM—RIDE COMMENCES  
(LUNCH ON TRAIL)
- 6:00PM—COCKTAILS
- 7:00PM—BANQUET & SILENT AUCTION

#### SUNDAY FEBRUARY 5

- 7:00AM—BREAKFAST AT LEISURE
- 11:00AM—CHECK OUT

We have **EXCLUSIVE** use of the Hidden Valley Resort for the weekend. Our room rate is \$135.00 per night plus applicable taxes. Once you have your Snow Run registration number, please contact the hotel directly to reserve your room 1-800-465-4171

## REGISTER ONLINE

**WWW.BREASTCANCERSNOWRUN.ORG**

*Please note that the ride portion of this event is open to women over the age of 18 only. "Registration fee" consists of donation solicitation*

**Registration fee: \$1,250.00 per riding**

### Participation Includes:

- Friday Evening Meet n' Greet
- Saturday Buffet Breakfast
- Saturday Ride & Lunch
- Saturday Evening Banquet
- Sunday Buffet Breakfast
- KSBCSR Commemorative Item
- Welcome Bag

### Fundraising Incentive:

**Being a volunteer run organization means that the money YOU raise goes DIRECTLY to breast cancer patients. We encourage you to exceed the \$1250 minimum to help more people affected by this disease. For every \$500 you raise above \$1250 your Name will be entered to win YOUR WEEKEND ACCOMODATION FOR FREE! \*\*room only\*\*\*\***

### BRING A FRIEND OPTION THIS YEAR AGAIN!

This exciting option will be available again this year for past participants. We are encouraging you to bring a new participant who has never experienced his event before. For this participation level we are asking the returning participant to raise \$1000 and their new friend to raise \$500.

### TAKE THE DOUBLE ROYAL CHALLENGE!

Royal Distributing is making the above program even sweeter. If you participate in the bring-a-friend program and both participants decide to raise the \$1250 minimum, Royal Distributing will donate \$2000 on behalf of both riders!

## 2017 RAFFLE DRAW

### GRAND PRIZE

**2017 Ski-Doo® 900 MXZ TNT ACE**

donated by

Bombardier Recreational Products & Factory Recreation, Midland

Buy your ticket by **October 23, 2017** to be eligible for our **EARLY BIRD DRAW** for a **2016 Can Am Outlander 570 XMR**. Early Bird winner drawn at the **Toronto International Snowmobile, ATV & Powersports Show**

*\*prizes may not be exactly as shown*



### SECOND PRIZE

\$ 500.00 Gift Certificate donated by Royal Distributing  
Guelph, Barrie, Sudbury

### THIRD PRIZE

One night accommodation for two donated by  
Hidden Valley Resort, Huntsville

### DRAW TO BE HELD FEBRUARY 5, 2017 AT THE ANNUAL EVENT

Tickets available at Royal Distributing locations and Factory Recreation in Midland.

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