

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



WHY A SNOW RUN?

There are many worthwhile events & organizations raising money in the name of cancer research; The Kelly Shires Foundation is different. Formed out of a passion for snowmobiling and an equal passion for helping breast cancer patients, 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 however, the primary fund raising event is a "women only snowmobile event" held annually in early February.

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 when 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 creating 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.

HOW IS MONEY DISTRIBUTED?

Patients submit a completed application, along with medical and financial information. Once an application for assistance is received, a committee reviews the application and determines if the applicant meets the Foundation's requirements. All applications are handled in the strictest of confidence. Funds are disbursed as soon as the application is approved, Typically within 7 - 14 days.

TOGETHER WE DO MAKE A DIFFERENCE!

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SPONSORSHIP OPPORTUNITIES AVAILABLE

KELLY SHIRES BRESAT CANCER FOUNDATION

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

WWW.BREASTCANCERSNOWRUN.ORG
WWW.KELLYSHIRESFOUNDATION.ORG
INFO@BREASTCANCERSNOWRUN.ORG



KELLY SHIRES BREAST CANCER SNOW RUN

2021

FEBRUARY 2021

VIRTUAL

CELEBRATING 22 YEARS

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 ITS INCEPTION IN 2000,
THE KELLY SHIRES BREAST CANCER SNOW RUN
HAS RAISED OVER
\$6.5 MILLION DOLLARS
FOR BREAST CANCER PATIENTS ACROSS CANADA*

www.breastcancersnowrun.org

22 PLUS YEARS OF FUN!

Calling all of Kelly's HEROES, ANGLES, CHAMPS and FRIENDS— Let's show them how we do it pandemic style!
You can't stop us!



VIRTUAL EVENT FEBRUARY 2021

This year you get to choose your day, your trails and your riding companions.

The event takes place on a day that you choose anytime within the month of FEBRUARY 2021!

YOU choose your TRAILS (Please ensure the trail you are riding on is open)

YOU choose your TEAM—who do you want to ride with? We ask that you always follow government pandemic guidelines and safety precautions. We suggest you limit any of your riding team to your "bubble"

This is an exciting opportunity to do the ride how you want! We will have fun virtual non-riding events planned throughout the month as well as new

REGISTER ONLINE WWW.BREASTCANCERSNOWRUN.ORG

Please note that the ride portion of this event is open to women over the age of 18 only. "pledge level" consists of donation solicitation by participant

MINIMUM PLEDGE LEVEL: \$750.00 per riding participant

Participation Includes:

- Commemorative item
- Welcome Box
- Scavenger Hunt
- Access to Virtual meets
- Access to photo sharing group
- Restaurant Gift Card
- Access to amazing fundraising prizes
- Being a part of history

Fundraising Incentive:

- ☀ **450 CANAM Outlander**
- ☀ **A full FXR Snowmobile Suit**
- ☀ **Smart TV**
- ☀ **MORE TO BE ANNOUNCED!**

Being a volunteer run organization means that the money YOU raise goes DIRECTLY to breast cancer patients.



2020/21 RAFFLE DRAW

GRAND PRIZE

2021 Ski-Doo® MXZ SPORT 600 EFI

generously donated by

Bombardier Recreational Products & Factory Recreation, Midland

RAFFLE

TICKETS AVAILABLE AT ROYAL DISTRIBUTING
LOCATIONS AND LIMITED SUPPLY ONLINE
WWW.BREASTCANCERSNOWRUN.ORG

SECOND PRIZE

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

THIRD PRIZE

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

DRAW TO BE HELD FEBRUARY 27, 2021 VIRTUALLY

Tickets available at online only www.breastcancersnowrun.org
Prizes may not be exactly as shown