

Kelly Shires

Breast Cancer Snow Run

NEWSLETTER

VOLUME 10 ISSUE 1

FALL 2013

What's New Suzy Q

In sticking with tradition we are excited to kick off breast cancer awareness month with our Fall Snow Run newsletter. October has become visibly recognized as being breast cancer awareness month. It is the opportune time to remind ourselves and our loved ones to perform their breast self exams on a regular basis (that means you too, yes you!), early detection is key and could save a life!

October also brings on a season of change. For some reason I always find that I am reflecting this time of year. Even though we experienced some unseasonably warm September days, we have now started to pack away our summer clothing and are pulling out our favorite fall sweaters and winter fashions (I recently saw a great saying about appreciating fall – “we can now stop working on our bikini body’s and start working on our fall sweater bodies”....loved that one!). I know we are all excited for the snow and the upcoming sledding season. For many of us involved with the charity, October is also a month full of many emotions - sadness in remembering the loss of our good friends, Kim Sparks and Kelly Shires in the fall of 2004 as well as other loved ones we have lost along the way.

This is also a time of reflection and hope. Reflecting on all the women in our lives, currently fighting breast cancer or in remission and a vision of hope & inspiration. 2013 has been a monumental year for me; I became a Mother to a beautiful baby girl, suffered the heartbreaking loss of my precious fur baby and Snow Run mascot (Jessi) and most recently celebrated a milestone birthday. It has been a big year of change and reflection, especially

how fast the years have flown by as we celebrate what has been accomplished heading into our fifteenth year for the charity. A part of me is saddened knowing that cancer is still so much a part of most of our lives and continues to affect us all. The other part of me is so appreciative of how we all pull together to make the fight against the disease less challenging as we continue to forge forward with Kelly's dream.

I love that October is also a month for recognizing everything that we are thankful for. A time to give thanks for all of the many blessings we might overlook on a regular day. A time of reflection and thanks for all of these blessings, big or small in our lives and the wonderful friends and family that surround us. I feel so lucky to have the most amazing people in my life including all the special peeps in our “Snow Run Family”.

As the foliage starts to change colours, the mornings and evenings have that brisk chill to them means that the fluffy white stuff is heading our way soon! The best part is that means we are just months away from the 15th anniversary Kelly Shires Breast Cancer Snow Run. Celebrating 15 phenomenal years of helping breast cancer patients across Canada. An achievement that each and every one of you should be proud to be a part of!!

We are super excited have our fantastic Platinum Sponsors continue to support us again this year – BRP/Ski-Doo, Choko Designs, Factory Recreation, FXR, Royal Distributing and The Toronto Snowmobile, ATV & Powersport Show (check out our website for a

complete list of sponsors and please help us by supporting our sponsors).

It's hard to believe that Kelly left us 9 years ago, We always looked forward to this time of year as we knew the Toronto Snowmobile, ATV & Powersport Show was around the corner (October 25 – 27th @ The International Centre). We knew it was our annual opportunity to see our amazing sponsors face to face, see all the Snow Run participants that we hadn't seen since earlier in the year and meet new people to introduce the charity to! If you get a chance to come out to the show make sure you drop by the booth to say hello, we would love to see you ...follow the pink carpet to our booth!

We are excited to host our annual raffle again this year and once again have an exciting early bird prize addition to our annual raffle of a 2013 CanAm Outlander ATV (donated by BRP/CanAm & Factory Recreation in Midland) in support of our growing ATV event TraX4 Breast Cancer. This fantastic early bird prize will be drawn on the Sunday of the Snowmobile Show so make sure you get your ticket early (if you can't make it to the show you can visit your local Royal Distributing location to purchase a ticket). The remaining raffle prizes will be drawn at the annual Snow Run in February.

We are looking forward to see all of you on February 7 - 9th!

LET IT SNOW,
LET IT SNOW,
LET IT SNOW!!

Hugs, Suzy Q



AS WE APPROACH OUR 15TH ANNIVERSARY BY BRIAN FISH



As we approach our 15th Anniversary, it's a great time to think back on the amazing achievements our volunteers, supporters and participants have accomplished.

- We have grown from a Foundation that at one time helped dozens of people a year (43 recipients in 2005) to hundreds of people a year (528 recipients in 2012).

west coast to the east coast of Canada.

- We have increased our annual fundraising abilities from a modest \$10,000 in the first year to \$400,000 - \$500,000 in more recent years.

Many of our participants likely only think of the Kelly Shires Breast Cancer Snow Run in the days and weeks leading up to the annual ride in February. For the Directors, Committee Members and other core volunteers, it's a year-round labour of love. My personal highlight each month is when I receive the list of recipients from the Approvals Committee. This list, 40-50 names on average, summarizes the people that we have helped with the cost of items such as medication, groceries, vitamins, travel expenses, rent, prosthetics and bras, to name only a few.

It's a monthly reminder of the good that we are able to collectively accomplish when good people invest their time, energy, resources and love for a truly worthy cause. Thank you all for your continued support.

BARRIE DRAGON BOAT FESTIVAL by Janice Coutts

The Simcoe Sirens had a very interesting day at the Barrie Dragon Boat Festival August 24. Our team was pumped and ready to go!



After the first race, we had the 4th fastest time of the day and were placed in the Platinum Division for competition. The winds picked up, however, and made paddling much harder. We had a difficult start to our second race and we had to pull up from behind but not quite fast enough to place us in the top 5 of Platinum so we competed in the Platinum Consolation final for our last race. Again, the rough waters seemed to be against us but we stuck together and finished with strength and pride. The final race was a bit complicated with 3 boats racing again so I think we finished either third or fourth in the final race which would have placed us eighth or ninth overall in a field of 51 teams. I was so proud of us. The Simcoe Sirens were the winners of the Whole Body Basics Wellness Challenge Cup again this year! This means we had the best times combined over all other teams in Health Care fields. Our name is on that trophy a few times now!

I want to say thank you to all of our team members; Cheryl, Laura, Paula, Sarah, Kerri, Erin, Jen, Mike, Michael, Paul, Bryn, Alex, Christopher, Melissa, Colleen, Christina, June, Monica, Ana and Jacki! It was a great boat this year and I hope that you all plan to return again next year. Thank you to Amber for coaching us and Sean for stepping in when we needed him. Thank you to the Huronia Nurse Practitioner Network for funding this event. It is always a day of great competition, friendship, sunshine and fun. Our teams charity of choice again this year is the Kelly Shires Breast Cancer Foundation!

Kelly's Dream By Bob Childerhose

Never could she have anticipated going into the 15th Annual Kelly Shires Breast Cancer Snow Run in a couple of Months! Thinking back to the 1st Snow Run, this is amazing.

All the wonderful people who have stepped up and volunteered in many capacities to make all of the Snow Runs a success! We needed them so badly and they performed in amazing style.

All the fabulous Sponsors, Corporate, etc. from large to small who accepted the challenge year after year! Without them our success would have been severely curtailed.

All of the ORIGINALS who have supported the Snow Run from the beginning, just after it was a Dream! They deserve a standing ovation!

All the Events that have grown out of the Snow Run. The Golf Days, The Trax4bc ATV Event, the Ladies Events, participating in the Snowmobile Show, The Dinner/Dances, the Breast Cancer Calendar, all the other fund raising events, All the time and effort to organize and carry out their special plans.

That the person (Jen) who worked in Kelly's Basement in Port McNicoll would still be working with us in our single person Office in Midland and doing such a great job.

That the Board of Directors, who dedicate so much time and effort to the Dream, have supervised the raising of \$3,500,000.00, a fabulous amount, to date.

That we would have a 2nd Chapter in Quebec that has been famously successful and has the same great people as Directors, Volunteers, Sponsors that we seem to attract.

All the various venues we have used for the Run in the past, but a special thanks to Hidden Valley Resort in Huntsville who create a great atmosphere for our recent Runs and close the Resort to cater to us exclusively for our weekend!



All the participants who, through their tireless efforts, have raised so much money to assist Breast Cancer Patients

Happy 15th everybody and here's to many more. Kelly thanks all of you!

Bob Childerhose (Kelly's Dad) and Terry Childerhose (a Breast Cancer Survivor)

THE REASON WHY WE DO THIS.....



**Ever wonder how your fundraising efforts have impacted
The life of someone battling breast cancer?
Here are some actual captions stolen from
Thank you cards we have received:**




- ⇒ Thank you for giving me hope
- ⇒ I couldn't have done this without your help—thank you!
- ⇒ What an incredible organization for all that you do!
- ⇒ Your help lifted me up when I was down, thank you!



- ⇒ Your assistance has helped decreased my worries
- ⇒ Thanks for your help in buying a prosthesis, I can wear normal clothes now and feel normal. What an amazing feeling
- ⇒ The kindness of people like you is what keeps me going—thank you!
- ⇒ The world is a better place because of what you do, bless you!





STUMPED WHEN IT COMES TO FUNDRAISING IDEAS?

Join us on facebook & get help from the Snow Run Family



DANCE LIKE NOBODY'S WATCHING!

ANNUAL PCUC GOLF TOURNAMENT RAISES FUNDS FOR KELLY SHIRES BREAST CANCER FOUNDATION By Pam De Boer



Pictured 2nd from right—PCUC President,
Kami Singh

On Thursday, May 30th the PCUC (Property Casualty Underwriters Club) held their golf tournament at beautiful Hidden Lakes Golf Course in Burlington. For the third year in a row, this association has decided to donate their golf tournament proceeds to the Kelly Shires Breast Cancer Foundation. This year \$3,000 was raised in support of the charity.

We are so fortunate to have the support of this wonderful group of people. The golf committee worked very hard getting sponsorships, organizing the day and selling raffle tickets to ensure a generous donation to the charity and they succeeded!

Thank you to PCUC and its membership for the support in choosing the KSBCF as the recipient



Kelly Shires

**Breast Cancer
Foundation**

This is how we spent YOUR donations in 2012

Number of Recipients Assisted

528

Total Dollar Value of Requests

\$378,358.22

Type of Assistance Provide

Accessories: \$4,402.05

(includes lymphedema arm sleeves, gloves, etc.)

Dental / Eyewear: \$6,573.46

Child Care: \$2,360.00

Counseling/Therapy: \$18,353.59

Groceries: \$76,261.12

Lodging/Rent: \$128,170.63

Medication: \$37,470.98

Miscellaneous: \$2,774.55

(includes medication lotions, medical supplies, etc)

Prosthesis - \$14,431.35

Vitamins and Supplements - \$8,148.41

Traveling Expenses - \$49,027.62

Household Expenses - \$16,769.18

Wigs - \$11,554.38

**If you know someone who needs assistance please
contact the Foundation—jen@breastcancersnowrun.org**



Kelly Shires

BREAST CANCER SNOW RUN

FEBRUARY 7, 8 & 9, 2014

HIDDEN VALLEY RESORT, Huntsville, Ontario

Registration fee: \$1,250.00 per riding participant

Please note that the ride portion of this event is open to women over the age of 18 only.

Participation Includes:

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



Incentive Levels:

Gifts will be awarded to all participants who raise pledges in excess of \$1,500.00

\$ 1,500.00 to \$1,749.99 Custom KSBCSR Choko balaclava

\$ 1,750.00 to \$ 4,999.99 Custom KSBCSR pewter snowmobile bank & Choko balaclava

\$ 5,000.00 and over will receive an custom KSBCSR FXR Alpine softshell jacket, pewter snowmobile bank & Choko balaclava

2014 RAFFLE DRAW

GRAND PRIZE

2014 Ski-Doo® MXZ TNT 900 ACE

Donated by

**Bombardier Recreational Products &
Factory Recreation, Midland**



Buy your ticket by October 27, 2013 to be eligible for our EARLY BIRD DRAW for a 2013 Can Am Outlander 400. Winner to be drawn on October 27, 2013 at the

Toronto International Snowmobile, ATV & Powersports Show *prizes may not be exactly as shown



**Tickets
\$ 10.00 each
Only 5000 sold**

SECOND PRIZE

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

THIRD PRIZE

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

DRAW TO BE HELD FEBRUARY 2, 2013 AT THE ANNUAL EVENT

Tickets available at Royal Distributing in Guelph, & Innisfil , Factory Recreation in Midland
Or by contacting the Snow Run office at 1-877-436-6467 or info@breastcancersnowrun.org



ONTARIO EVENT COMMITTEE

Location & Media: Suzy Stenoff

mediarelations@breastcancersnowrun.org

Registration: Marion Mochrie

registration@breastcancersnowrun.org

Grounds Crew: Blair Munn

grounds@breastcancersnowrun.org

Trails / Lunch: Jeff Wice

trails@breastcancersnowrun.org

Friday Meet n' Greet: Dara Haggarty

meetngreet@breastcancersnowrun.org

Welcome Bags: Joan Wice

welcome@breastcancersnowrun.org

Pink Market: Tracey

pinkmarket@breastcancersnowrun.org

Saturday Banquet: Marci Vine

banquet@breastcancersnowrun.org

Auction: Helen Stenoff

auction@breastcancersnowrun.org

Audio / Video: Brian Fish

audio@breastcancersnowrun.org

Celebrating a life well lived and loved!

Many of you have come to know and love Jessi as The official mascot of the Snow Run over the years. Although we are saddened by her loss, we would like



to thank everyone who showed so much love to Jessi over the years, we have a new special Guardian Angel watching over us.

Gone but never forgot-



CONTACT INFORMATION

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Midland, Ontario L4R 2A2
705-528-1053
1-877-436-6467
Fax 705-528-0782

EVENTS

October 13, 2013

Gas Pumping

**Glen Orchard General Store,
Hwy 169, Glen Orchard**

October 19, 2013

**3rd Annual Cougars for the Cause
(Girl's Night Out), Kitchener**

October 13, 2012

**Factory Recreation Can-Am Spyder ride,
Midland**

October 25, 26 & 27, 2013

Toronto Snowmobile, ATV & Powersports Show

November 1, 2013

**Progressive Euchre
Grange Hall, Lefroy**

February 7, 8 & 9, 2014

**15th Annual Kelly Shires Breast Cancer Snow Run,
Hidden Valley Resort, Huntsville**

February 22, 2014

**10th Annual Randonnee Des Neiges De Kelly
Shires,
Chicoutimi, Quebec**

May 2 & 3, 2014

**5th Annual Trax4 Breast Cancer ATV Ride
Parry Sound**

For more information on these events check out our website

www.breastcancersnowrun.org

A SNAPSHOT OF 15 YEARS IN THE MAKING.....THANK YOU!!!

