



WHY A SNOW RUN?

There are many worthwhile 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!

Printing of this brochure has been proudly donated by:



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



SPONSORSHIP OPPORTUNITIES AVAILABLE

KELLY SHIRES BREAST CANCER FOUNDATION

12-16715 Yonge Street, Suite #312
Newmarket, Ontario L3X 1X4

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



KELLY SHIRES BREAST CANCER SNOW RUN 2027

FEB 5-7
HIDDEN VALLEY RESORT
HUNTSVILLE, ONTARIO

28th ANNIVERSARY

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

*SINCE ITS INCEPTION IN 2000,
THE KELLY SHIRES BREAST CANCER SNOW RUN
OVER 9.5 MILLION DOLLARS
HAS BEEN RAISED FOR PATIENTS ACROSS CANADA*

28 YEARS OF FUN!

They say time flies when you are having fun! As always we fill this weekend with as much fun as possible. Mark your calendars and join us as we celebrate our 27th anniversary event!

At the Snow Run weekend we kick back, have some fun and raise much needed 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 on 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 9:00 am Saturday, enjoy lunch along the way and return to the resort mid-to-late afternoon (depending on trail conditions). Shake out that helmet head and get ready for our dinner gala where you will find out who has raised the most pledges, who will wear the Miss. HAP sash and how much money was raised. Evening is completed with a fantastic silent auction and dance the evening away with our DJ spinning tunes!

WEEKEND AGENDA

FRIDAY FEBRUARY 5

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

SATURDAY FEBRUARY 6

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 7

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

We have **EXCLUSIVE** use of the Hidden Valley Resort for the weekend. Room rates **START** at \$159.00 (single)/night plus applicable taxes. Once registered, please contact the hotel directly to reserve your room 1-800-465-4171. Accommodation cost is the responsibility of the participant.

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: \$1,250.00 per riding participant

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 ACCOMMODATION FOR FREE! *room only*****

BRING A FRIEND IS BACK AGAIN THIS YEAR!

We are encouraging you to bring a new participant who has never experienced this event before. For this participation level we are asking the returning participant to raise \$1000 and their new friend to raise \$500.



2027 RAFFLE DRAW

GRAND PRIZE

choice of:

**2027 Ski-Doo® Renegade ADR 900 ACE
turbo R**

2027 Can Am® Outlander Max XT 1000

generously donated by:

Bombardier Recreational Products

&

Factory Recreation, Midland

SECOND PRIZE

\$ 1000.00 Gift Certificate donated by Royal Distributing
Guelph, Barrie, Sudbury, Whitby, Kanata

THIRD PRIZE

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

DRAW TO BE HELD FEBRUARY 6, 2027 AT THE ANNUAL EVENT

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

Prizes may not be exactly as shown

www.breastcancersnowrun.org