



FOR IMMEDIATE RELEASE

OVER \$375,000 RAISED FOR THOSE BATTLING BREAST CANCER

Muskoka, Ontario - February 27, 2022 – This year the 23rd annual Snow Run organized a virtual event for the whole month of February and was a great success! Over \$375,000.00 was raised in pledges and corporate sponsorship, with more expected to come in this week. The team is very proud of the \$7.9 million that they have raised over the past 23 years. The group embraced the vibe of the pandemic and themed the event as a Mask-her-aid.

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 on Saturday, February 5th with a virtual opening ceremony. Taking advantage of the virtual aspect provided the opportunity for anyone to participate, anywhere, completing an activity of their choice throughout the month of February. The second ever virtual Pink Family Reunion was hosted on February 11th via zoom hosted by Carey Moran from Pure Country 106.

The group saw people participate in various activities throughout the month of February ranging from the classic Snowmobile ride to snowshoeing and skating. The options were endless for participation and social distancing observed throughout the month. This year the covid-19 global pandemic put a halt on any in person group events however the enthusiasm of the Pink Family powered through to celebrate this year with true Kelly style!

The event closed on Saturday, February 26th with a virtual take on the annual Gala and was hosted by Beverly Thomson, awarded journalist and breast cancer warrior. The evening consisted of a special performances by Canadian Country star Jason McCoy followed by awards, speeches, virtual silent auction, and a zoom after party.

Special mention to our winners of the Kelly Shires Award – Liz Jesseman, Kim “Sparks” Fish award – Lou Montgomery and the Betty Black Award for highest pledges – Dorothy Creighton. Due to a late start the charity will be drawing the winners for their annual raffle on Saturday, May 19th and one lucky person will 2022 Skidoo donated by Ski-Doo and Factory Recreation in Midland 2nd prize is a \$500 gift certificate at Royal Distributing and the 3rd prize is 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, Hapamp, Royal Distributing, Snap-on Tools, Tam-Kal Ltd. and The Toronto International Snowmobile ATV & Powersport Show for their continuous support.. Together we ARE making a difference!

For more information on the event or to apply to the trust:

WWW.BREASTCANCERSNOWRUN.ORG

WWW.KELLYSHIRESFOUNDATION.ORG

1-877-436-6467

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