



**FOR IMMEDIATE RELEASE**

**OVER \$410,000 RAISED FOR THOSE BATTLING BREAST CANCER**

**Huntsville, Ontario - February 5, 2023** - This past weekend the 24th Annual Kelly Shires Breast Cancer Snow Run was a great success! Over \$410,000.00 was raised in pledges and corporate sponsorship, with more expected to come in this week. The team is very proud of the \$8.4 million that they have raised over the past 24 years! After not being able to get together for almost 3 years the group fully embraced the Pink Family Reunion theme.

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 Friday evening at the Meet'n'Greet with Emcee, Carey Moran from Pure Country 106. Saturday morning the enthusiasm was outstanding as 100 participants braved the -21 chilly start to the day. The event started off beautifully with a moment of silence in memory of those who have lost their battle with breast cancer and an enthusiastic dance to the event theme song Shania Twain's "Man, I feel Like a Woman", a song chosen by Kelly Shires to represent the event. The ladies then headed off on the trails to meet up again at their lunch destination in Kearney. This exhilarating event was held at the cozy Hidden Valley Resort in Huntsville, Ontario. The trails were beautifully groomed for the teams as they travelled the designated route. Special thanks the Highland Rovers Snowmobile Club for all of their hard work.

The ladies completed the ride of beautiful trails in the afternoon arriving back at Hidden Valley Resort and were welcomed back with a warm cup of hot chocolate and treats sponsored by Hidden Valley Resort. The closing ceremonies consisted of a gala banquet dinner with emcee, breast cancer survivor and Canadian Journalist, Beverly Thomson, awards, and auctions. The team is already planning for the 25<sup>th</sup> Anniversary event taking place February 2-4, 2024.

Special mention to our winners of the Kelly Shires Award – Lindsay Draper, Kim "Sparks" Fish award – Leanne Ziraldo and the Betty Black Award for highest pledges – Isabelle Dusastre. Congratulations to our raffle draw winners, Adam Devries from Williamsford, Ontario who won the first place prize of a 2023 Ski-Doo donated by BRP Inc. and Factory Recreation in Midland. Brooke Connolly, Ontario who won the 2<sup>nd</sup> prize of a \$500 gift certificate at Royal Distributing and Karen Taylor from Tottenham who won the 3<sup>rd</sup> prize, 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 for their continuous support. Thank you to the team at Hidden Valley Resort for all the extra special touches and for making us feel at home once again. Together we ARE making a difference!

Don't miss our annual ATV event, the 13<sup>th</sup> Annual event takes place in Parry Sounds May 6&7, 2023 [www.trax4bc.com](http://www.trax4bc.com). TraX4 Breast Cancer is open to both male and female participants.

**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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