



FOR IMMEDIATE RELEASE

\$50,000 RAISED TO HELP FINANCIALLY ASSIST THOSE WITH BREAST CANCER

Sequin, Ontario – May 5, 2014 – Over 30 riders took part in the 5th Anniversary TraX4 Breast Cancer ATV ride. The weekend event was hosted at Grand Tappatoo Resort in Sequin and was filled with rain, sun, mud and fun!

The excitement began on Friday with a guided ride with through the Park to Park trail system. Although the day was rainy it provided the group some nice muddy terrain to play in. At the end of the day the group returned back to resort for meet and mingle munchies and an evening of laughs.

Saturday morning the group left the resort and headed to the beautiful Canadian Shield to ride the exclusive private trail system offered by Bear Claw Tours. Riders were challenged by every terrain possible from mud, to rocks and even a little bit of snow, ensuring that a fun time was had by all. The sun was shining mid-day as the group stopped to enjoy a camp fire and lunch on the trail scrumptious roast beef dinner and an evening full of fun draws, free give-aways and the opportunity to bid on some exciting silent auction items.

We are excited to announce that \$50,000 was raised at the event through participant pledges, corporate sponsorship, silent auction and raffle. For the 3rd year in a row Mitch Kleinstein raised the highest pledges! Congratulation Mitch for topping this list once again this year!

A special thank you to all our volunteers and friends, Peter Searle for being our Friday guide, Kevin Grice, Jonathon Ryeland, Andrew Ryeland and John Hennig for guiding and winching us out of the mud on Saturday's ride! To our amazing Sponsors that support this event and make it possible: ATV World, Bass Pro, Bear Claw Tours, Can Am, Coleman, Eton, Factory Recreation, Mario Design, Radioworld, RockStar, TrakMaps, SAIL.

Be sure to look for us at the Toronto International Snowmobile, ATV & Powersport Show October 24, 25 & 26, 2014 at the International Centre in Mississauga. Don't miss out on our raffle and the chance to win the early bird draw prize of a 2014 Can Am Outlander 650XMR donated by Can Am and Factory Recreation. The winning ticket will be drawn on Sunday, October 26th at the show.

Together we ARE making a difference!

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

1 877 436 6467

www.kellyshiresfoundation.org www.trax4bc.com

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