



**FOR IMMEDIATE RELEASE**

**OVER \$520,000 RAISED FOR THOSE BATTLING BREAST CANCER**

**Huntsville, Ontario - February 3, 2020** - This past weekend the 21<sup>st</sup> Annual Kelly Shires Breast Cancer Snow Run was a great success! Over \$520,000.00 was raised in pledges and corporate sponsorship, with more expected to come in this week. The team is very proud of the \$7 million that they have raised over the past 20 years!

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 125 women suited up to participate in this spectacular annual event. The day 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 all 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 challenging 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 Coldwell Bankers in Huntsville. The closing ceremonies consisted of a gala banquet dinner with emcee and breast cancer survivor and new inductee to the Order of Canada, Beverly Thomson, awards, and auctions. The team is already planning for the 22nd annual event taking place at Hidden Valley Resort on Feb 4-6, 2021.

Special mention to our winners of the Kelly Shires Award – Joanne Hohenadel, Kim "Sparks" Fish award – Rana Reynolds and the Betty Black Award for highest pledges – Blair & Diane Munn. Congratulations to our raffle draw winners, Ed Jevcak from St. Catharines, Ontario who won the first place prize of a 2020 Ski-Doo donated by BRP Inc. and Factory Recreation in Midland. Chris Evanshen from Barrie, Ontario who won the 2<sup>nd</sup> prize of a \$500 gift certificate at Royal Distributing and Megan Clark 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, Hampamp, Royal Distributing, Snap-on Tools, The Toronto International Snowmobile ATV & Powersport, Vector Equestrian and WithinUS 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 11<sup>th</sup> Annual event takes place in Haliburton May 1 & 2, 2020 [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**

**Suzy Stenoff, Co-founder & Director, [suzy@breastcancersnowrun.org](mailto:suzy@breastcancersnowrun.org)**