



FOR IMMEDIATE RELEASE

OVER \$400,000 RAISED FOR THOSE BATTLING BREAST CANCER

Huntsville, Ontario - February 7, 2016 - This past weekend the 17th Anniversary Kelly Shires Breast Cancer Snow Run was a great success! Over \$400,000.00 was raised in pledges and corporate sponsorship this past weekend, with more expected to come in this week.

Kelly Shires lost her long battle with breast cancer in October 2004 but her memory & spirit were kept strong this past weekend. The enthusiasm was outstanding as 101 women suited up on February 6, 2016 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 "Man, I feel Like a Woman" by Shania Twain, 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 Dorset. This exhilarating event was held at the cozy Hidden Valley Resort in Huntsville, Ontario. The trails were challenging as each team traveled their designated route to Kearney for lunch. Special thanks the local snowmobile clubs for making sure the trails were groomed perfectly for the ride.

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 donated by and Hidden Valley Resort. The closing ceremonies consisted of a gala banquet dinner with emcee and breast cancer survivor, Bev Thomson, awards, and auctions, "This event is so special in so many ways. "Each year I am completely amazed by the passion and enthusiasm each person brings to this event" says Stenoff, "It is such an honour to be riding to help women in their battle against breast cancer". The team is already planning for the 17th annual event taking place at Hidden Valley Resort on Feb 3-5, 2017.

Special mention to our winners of the Kelly Shires Award – Stephanie Green, Kim "Sparks" Fish award – Taera McLean and the Betty Black Award for highest pledges –Blair Munn. Congratulations to our raffle draw winners, Dominic Fragomeni from Sudbury who won the first place prize of a 2016 Ski-Doo donated by BRP Inc. and Factory Recreation in Midland. Mike Hutton from Staffa who won the 2nd prize of a \$500 gift certificate at Royal Distributing and Mike Satfil who won the 3rd 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, Royal Distributing and the Toronto International Snowmobile ATV & Powersport Show 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. Together we ARE making a difference!

Our Quebec Chapter hosts its 11th anniversary event February 20, 2016 www.randonneesneiges.org. Don't Miss our newest fundraising event on ATV's, our 7th annual event takes place in Parry Sound April 29 & 30th www.trax4bc.com

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