

FOR IMMEDIATE RELEASE:
CONTACT: Jody McKay
1-269-744-5157
Pinkribbonriders@yahoo.com



2nd Annual Minnesota Snow Run takes to the trails of Hill City with the passion of men and women creating awareness of breast cancer and helping those in need.

It was a very exciting weekend in Hill City, Minnesota as 80 men and women gathered together to show their support to the Pink Ribbon Riders organization and tell the world that breast cancer does not only affect women but men too. The event weekend of December 29th, started on Friday night with a "flannel jam" contest as participants of the event were invited to show their spirit and come decked out in their favorite pj's! Prizes were awarded for the best outfits. The crowd was greeted by a beautifully decorated "PINK" Christmas tree that was decorated by Ginger Humphrey, a participant of the event. Ginger's "pink" tree was used to help raise funds for the event as she decorated with pink ribbons and presents that were donated from people all over the state of Minnesota prior to the event.

On Saturday the riders took off for a 100 mile ride and got the pleasure to ride with guest riders from MAXSLED.com. The riders were treated to a lunch stop along the trails at the beautiful Wendigo lodge in Grand Rapids. The trail conditions were perfect as the day was warm and perfectly groomed trails were found in the 100 miles of riding adventures.

Riding groups were offered from slower paced called the Speed Bumps to the faster paced group called the Hooter Haulers! Another guest rider, Rocky from ROX Speed FX, lead the Hooter Hauler group riding on the decked out Pink Ribbon Riders Arctic Cat snowmobile.

If the ride wasn't enough, the day was wrapped up with an awards dinner to follow back where it all started at The Quadna Resort where a scrumptious dinner sponsored by Warnert Racing, Ski Doo and Bowerly Racing awaited the riders. Along with music and tons and I mean tons of door prizes, it was a lot of fun for all!

Prizes were awarded for the best decorated snowmobile, that ended in a tie this year with the Simpson sisters! The top fundraising award went to Rick Busby, a second year Snow Run participant who's hard work of raising funds earned him gifts from CHOKO Clothing, TEK VEST, HJC helmets and the Grand Prize of the pre studded snowmobile track from Camoplast. Rick also received a limited edition snowflake pin from the Pink Ribbon Riders.

A very special moment was taken to award financial assistance from the Pink Ribbon Riders Breast Cancer Fund, for the first time to a participant of a Snow Run. Tami Swanson from Nebraska rode in the event and spoke a few words that evening. Tami is currently receiving treatments for breast cancer.

Many thank you's go out to all of the supporters for this event, a full list of supporting companies and organizations can be found on [www/pinkribbonriders.com](http://www.pinkribbonriders.com).

The 2nd Annual Minnesota Snow Run was a huge success raising over \$10,000 and still counting!

The Pink Ribbon Riders will continue to the next Snow Run stop in Gaylord, Michigan and then onto Eagle River, Wisconsin and wrapping up with New York and Wyoming for 2008.

For pictures and more info, please visit: www.pinkribbonriders.com.

2007-2008 Presenting Sponsors:



The Pink Ribbon Riders mission is to promote awareness of breast cancer in the motor sports industry for both men and women while raising funds for those in need. In combining these two goals for our organization we hope to bring people in the community closer as this disease not only affects those diagnosed but also those who love them.