



Riding in honor and in memory of those we love

April 13, 2010

## Dear Friend and Supporting Individual,

Hello!

Pink Ribbon Riders would like to extend a huge thank you to you and all those that supported you and your ability to support the Pink Ribbon Riders. We have finished the Snow Run Tour of 2010 and it is such a unique event that we pride on not only promoting safe snowmobiling, but a way for communities throughout the state in which the events are held, to come together to help those in need. It has been an incredible year of fundraising and an epic year of people coming together from all over the USA and sharing the compassion to help others. Truly amazing!

During the 2010 Snow Run Fundraising Tour, the Pink Ribbon Riders volunteers, participants and sponsors came together and raised \$282,000! We are so proud to be teamed with so many caring people and could not have done this without your support.

The Pink Ribbon Riders goal is simple, by you and I and so many others coming together through our hobby of snowmobiling, we can make a difference in one breast cancer patient's life at a time. One smile at a time, one less worry and one day at a time. And the neat thing is that over a few short years the smiles and less worries we have created together have added up and I could not be any more proud, and share with you the numbers I have today.

### Since January 1, 2010 to April 13, 2010:

*61 breast cancer patients have received Financial Assistance from Pink Ribbon Riders  
That is \$30,500 given out in less than 4 months!*

### In 2009 & 2010 so far:

Over 600 patients have been helped through the Pink Ribbon Riders Assistance Program and a combination of the additional donations that Pink Ribbon Riders has made to other direct patient assistance programs that we helped to create!

*The Additional funds area: gas cards programs for breast cancer patients in rural areas or in great financial need.  
Funding mammograms for individual patients and other grass roots breast cancer programs totaling more than \$30,000.*

- *It is projected in the year 2010 we will have over 1,000 patients apply to us this year. On average we receive 2-3 patients per day apply from December of 2009 to the current date. This will be \$500,000 we will need to raise to never turn down a patient in need!*
- *We have a huge goal for 2011 to increase our number from \$282,000 to \$500,000!*

Thank you for your continued support and being a part of the Pink Ribbon Riders family,

Kindest Regards,

*Jody M.*  
Jody McKay  
Director & Co-Founder,  
Pink Ribbon Riders

**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.**

Pink Ribbon Riders is a volunteer based Non Profit 501 C (3) Organization. Pink Ribbon Riders works on a grass roots effort and approach.