



Riding in honor and in memory of those we love

For Immediate Release:
August 4, 2011

History will be made this winter on March 9th & 10th in Grand Lake Colorado. We are proud to announce the teaming with the Grand Lake Area Chamber of Commerce and the EPS Company to present the 1st Annual Colorado Snow Run to benefit the Pink Ribbon Riders®. (PRR)

Not only will the 2012 Snow Run Tour come to Colorado, but this 1st Annual event will enable the Pink Ribbon Rider's Financial Assistance Program to provide financial assistance to breast cancer patients that reside throughout the state of Colorado for the first time ever.

This Snow Run event will join the PRR national tour which currently runs through 6 other states (*New York, Michigan, Minnesota, Wisconsin, North Dakota and Wyoming*) and raises funds for the Pink Ribbon Riders Assistance Program. The funds raised stay in the states in which the events are held making it possible for all breast cancer patients, both men and women, in that state to apply for financial assistance. As a 501 C (3) non-profit organization the PRR are able to distribute funds directly to both men and women breast cancer patients that apply to PRR.

The Snow Run is a fun-filled and rewarding two-day event featuring such activities as a snowmobile ride on both Friday and Saturday, a Friday night Welcome Party, and the ever popular Saturday Awards & Dinner banquet. The Snow Run events currently draw people from all over the USA, and hopes are high for the first Colorado Snow Run event to draw 200 people in attendance. The event is open to both men and women snowmobilers of all riding abilities, and welcomes non-snowmobilers too as there are many great activities and fun to be had for all.

Sponsorships and donations of cash, services or items for our silent auction are always welcome!

Here are some additional facts about Pink Ribbon Riders for you:

The Pink Ribbon Riders are a volunteer based organization that provides direct financial assistance to both men and women breast cancer patients so that they can pay medical bills, gas or food bills, or even their mortgage while they are battling the disease. The funds raised through our events stay in the states in which we hold the events, and we consider the neighboring states in which participants come from as well, so that patients are helped where the money is raised. At every event that Pink Ribbon Riders conducts, we find patients from the local community to be recognized and receive funds from the Pink Ribbon Riders Financial Assistance Fund. We feel it is important to give back to the community through a person in need, as the area has supported the organization and the event in their local community and the money should be awarded locally.

Sponsors of the 1st Annual Colorado Snow Run (NOTE: Sponsorships still available! Please contact us to show your support!)

Presenting: Grand Lake Area Chamber and EPS Company

Gold Level:

Silver Level: Colorado Snowmobile Association and Grand Adventures

Bronze Level:

Host Hotel Sponsors: Best Western Riviera and Gateway Inn

2012 Snow Run Tour National Sponsors:

Presenting:

HMK USA, Arctic Cat, Choko, Triton Trailers, Ingles Performance

Pink Ribbon Sponsors:

OSM Magazine, Curve Industries, Voss Signs, Track Incorporated

For more information on the 1st Annual Colorado Snow Run and the Pink Ribbon Riders, please visit:
www.pinkribbonriders.com .