



Riding in honor and in memory of those we love

For Immediate Release:
January 25, 2012

Congratulations to the 3rd North Dakota Snow Run held at the Twin Oaks Resort In Bottineau on January 13th & 14th raising \$40,000 and still counting.

The Snow Run event is a combination of two days of fun with a silent and live auction and the event is open to both men and women to attend. The Snow Run event incorporates a Friday night welcome party and a Saturday awards banquet. The main activity on Saturday is an organized snowmobile ride that provides trail leaders and groups are based on a person's riding ability.

The Snow Run event is the main fundraiser for the state of North Dakota's Patient Assistance Program within the Pink Ribbon Riders® (PRR) organization. Funds that are raised at the event are distributed to residents of North Dakota that are diagnosed with breast cancer. A man or woman can apply for the assistance and receive the gift of \$500.00 two times in a life time. The Pink Ribbon Riders have 7 total Snow Run events on the 2012 Snow Run Tour which fund the Assistance given to patients that reside in 7 states in which the events are held.

The North Dakota Snow Run had a challenge this year as the events main activity on Saturday of snowmobiling had to be changed to Tire Golf and Tricycle Racing. The lack of snow, would not stop the event or the cause. "Cancer doesn't care what the weather is, neither does the PRR." In attendance this year 60 people came from all over the state of North Dakota and even Montana! The event was down in numbers of attendees from last year's 130 people. But much applause is given to the dedication of those 60 raising an incredible \$40,000+! What an amazing group of people!

The Snow Run event has a club called the "500 Club" this is referenced for the \$500.00 in giving that is given to patients in need. The participants that raise the \$500.00 in pledges get their name listed on the Pink Ribbon Riders website and a limited edition "500" pin. We are proud to announce the following 2012 North Dakota "500 Club" members names of: Dale Deibert, Kathy Demers, Dayton Lamont, Jackie Lee, Byron Norsby, Denise Norsby, Sandy Schrank, Kristy Sivertson, Jeff Soderquist, Bambi Thompson, Keri Wanner, Jeri Warrenburg

The top fundraiser this year raising \$2,265 was Bambi Thompson of Bottineau and runner up was so close this year, Sand Schrank of Grafton raising \$2,156. And honorable mention of Kristy Sivertson raising \$1,425 Following with each raising \$1,000 was; Kathy Demers, Denise Norsby, Byron Norsby. Thank you to all the attendees and all that raised the optional pledges towards the event.

This North Dakota Snow Run came together for lots of fun including a scavenger hunt on Saturday morning and the tire golf in the afternoon. How fun it was to see some teams even dress the part! And not to forget at the Welcome Party on Friday night, the UGLY Sweater contest!! They were so ugly we will not even post the pictures! (ok, check out the Pink Ribbon Riders facebook page!)

Pink Ribbon Riders had a public recipient Heidi Schaeffer of Fargo at the event that received her \$500.00 gift. Heidi and her family were invited to attend the event and enjoy a night away from the stresses of the fight. It is



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a tradition at the Snow Run events, to invite a person(s) that has been diagnosed along with their family to receive the gift publicly and to just enjoy the night! A donation for the second year in the row was also named to the Turtle Mountain Cancer Support Group of \$500.00. The Pink Ribbon Riders Assistance Program helps men and women patients all throughout the year, but when the event is in a town we look to help locally and this year a person was not available to attend from Bottineau in person. Two patients were asked but not ready to be public, but they will still be helped through the PRR program when they apply.

To date Pink Ribbon Riders has helped more than 900 patients and numerous amounts of small grass roots programs. On average 5-7 patients apply per day to the program. The program processes patients and if they meet the guidelines has not had to turn anyone away.

Thank you to all those that supported the participants and the event for the 3rd Annual North Dakota Snow Run. A huge thank you to the Host Sponsor of Twin Oaks Resort in Bottineau and to the Presenting sponsor Snowmobile North Dakota for their support.

Special Thanks to:

Herrid Sporting Center, North Dakota Parks and Recreation, Ridge Runners of Fordville, Cumulus Radio State of Bismark

2012 Presenting Snow Run Tour Sponsors: Triton Trailers, HMK USA, CHOKO, Arctic Cat, Ingles Performance.

To see more sponsors of the Snow Run Tour or information on the Pink Ribbon Riders and those that have been helped, please see www.pinkribbonriders.com

A large, stylized, grey watermark of the Pink Ribbon Riders logo is centered on the page. The text "RIBBONRIDERS.COM" is written in a bold, italicized, sans-serif font, with a pink ribbon symbol integrated into the letter "R".