



*Riding in honor and in memory of those we love*

For Immediate Release:

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Contact: [pinkribbonriders@yahoo.com](mailto:pinkribbonriders@yahoo.com)

The countdown has begun to the 1<sup>st</sup> Annual Colorado Snow Run on March 9<sup>th</sup> & 10<sup>th</sup> in Town of Grand Lake. The two day event is open to both men and women and will raise funds for both men and women that are diagnosed with breast cancer throughout the state of Colorado. Whether you are a snowmobiler or not, the event has something for everyone, music, auctions, bra decorating contests and lots of incredible food! As a snowmobiler you will be offered the option of two days of snowmobiling and the scenery views of a life time!

The setting could not be more beautiful then at the Winding River Resort as the Resort is at the base of the Rocky Mountain National Park. The event will be the most unique winter wonderland experience on the Pink Ribbon Riders 2012 Snow Run Tour. This is one event not to miss! The area offers 300 miles of groomed snowmobile trails as well as deep powder riding.

The support from around the state of Colorado has been tremendous to bring this first time event to the area which will then create funding for breast cancer patients to be eligible for the Pink Ribbon Riders Assistance Program in the future.

The 1<sup>st</sup> Annual Colorado Snow Run is a PRE-REGISTRATION only event, and an early bird fee is \$150. Per person for the two day event. If you cannot attend both days, there is a FRIDAY night only party ticket available. Early bird registration has been extended to January 30<sup>th</sup>. After January 30<sup>th</sup> the registration is \$175.00 per person. Each participant will receive a gift at the Welcome Party sponsored by Thunderstruck Films.

If you are interested in attending the event, please register online at [www.pinkribbonriders.com](http://www.pinkribbonriders.com)

The event is also looking for support of auction items and donations, please email to: [pinkribbonriders@yahoo.com](mailto:pinkribbonriders@yahoo.com)

#### **Supporters of the 1<sup>st</sup> Annual Colorado Snow Run:**

Presenting Sponsors: *Town of Grand Lake, Electronic Processing Systems of Denver (EPS)*

Gold Level: *Thunderstruck Films*

Silver Level: *Colorado State Snowmobile Association, Grand Lake Snowmobile Adventures*

Bronze Level: *Habervision, Winding River Resort*

Host Hotel Sponsors: *Western Riviera, GateWay Inn*

#### **2012 Snow Run Tour Sponsors:**

*Triton Trailers, HMK USA, Choko Design, Arctic Cat Corporation, Ingles Performance*

- **PRR FACTS:** The 2012 Snow Run Tour 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. Each patient receives a \$500.00 gift card to help with daily financial struggles.