

2nd Annual Wisconsin Snow Run Event Summary

2nd Annual Wisconsin Snow Run riders ride together in honor and in memory of those they love to raise \$37,000 for the mission of helping others.

The Eagle River Inn hosted the Snow Run event and provided an amazing weekend for all those that attended. The event kicked off on Friday evening with door prizes, music and dinner snacks that were donated by The Eagle River Inn.

The evening also included the "Vintage Snowsuit contest" which has become a tradition at all of the Snow Run events held by the Pink Ribbon Riders. All those that took part in the contest were awarded with a gift certificate from PowerMadd Company. Even a vintage outfit that had an "old vintage" smell to it! We are not really sure what that was all about! All in fun, but it was even better when we realized that some of the riders liked their outfits so much they wore them all day in the ride on Saturday.



Saturday morning all riders gathered into groups some called "Hooter Haulers" and the "B Cups" to head out for a 100 mile guided ride. The ride made a pit stop in Three Lakes for a home cooked lunch donated by Lori Dick Catering and then they were off again to ride the Eagle River and surrounding areas.

Participants were greeted back at the Eagle River Inn for a dinner awards party sponsored by the Eagle River Inn. Awards for the funniest moment on the trail were awarded and the best decorated awareness sled contest sponsored by PowerMadd Company was presented. Kathy Eisenrich was the contest winner and her sled featured a photo of her mom that lost her fight to breast cancer.

A special presentation that the Pink Ribbon Riders take a lot of pride in doing is the presentation of the Public Assistance Program to patients of breast cancer in the local area. Two patients (we like to call them Survivors) attended the dinner party with their co-survivors as guests that evening and were awarded with a \$500.00 gift card each to help pay medical bills, or gas money for treatments, or whatever they need it to be for while going through their battle. The Pink Ribbon

Riders seek patients from the local or surrounding areas of the event to help, so that some of the funds raised can be local to the area.



An optional prize program was offered to participants, in which participants raise pledges and receive beautiful gifts from sponsors such as Choko Clothing, HMK USA, KLIM, Sly Dog Skis, HJC Helmet, Togwote Mountain lodge and more! This years top fundraiser is Sara Hodgson from Illinois. Sara donated her Top Fundraiser prize of a Camoplast track to be auctioned off that evening. The Camoplast track raised an additional \$425.00 for the cause.

The event was a huge success this year as 85 participants and volunteers came together to make one day just a little easier for another person while riding their snowmobiles in honor and in memory while raising \$37,000!

