

For Immediate Release:

September 14, 2010

Hay Days in Minnesota kicks off the winter event with the snowmobile industry favorites showing new and exciting sleds and more! And Pink Ribbon Riders joins the excitement by revealing the Limited Edition 5<sup>th</sup> Anniversary Pink Ribbon Riders Arctic Cat snowmobile this past weekend.

For five (5) years Arctic Cat has teamed with the Pink Ribbon Riders to build a custom snowmobile that is donated to help raise funds for the mission of the Pink Ribbon Riders. This year the sled will be raffled off on February 25<sup>th</sup>. The sled will be autographed by the famous names in the snowmobile industry. Seen below is TJ Gulla autographing the hood.



For more information on the Limited edition snowmobile, please visit: [www.pinkribbonriders.com](http://www.pinkribbonriders.com) as an entire page is dedicated to the sled and how you can have a chance to win.

PRR will be on the move next with our Triton Trailer and recently teamed Discount Tires to head to the Big East Powersports Show. There our new 2010 Triton Trailer will be displayed. So, that means it is time for us to offer to you the incredible deal from triton trailers! A \$18,000 + trailer for \$13,000! Yes you heard it here. For more information on this trailer, please see the trailer page on the PRR website. This will go fast, so don't delay.



Straightline Performance donates \$962.00 to the Pink Ribbon Riders this weekend through the PINK CAN Give Back Program. Thank you to Straightline and all the customers that purchased a PINK Can for their snowmobiles as this Give Back program donated 50% of the sales to PRR.



**Reminders:**

Don't forget Snow Run registration is open! We have had a great early response to registration for all six (6) events. We thank you so much. And the earlier you register the faster you can set up your personal fundraising page! The first people to register for an event will receive a gift from PRR at your event!

And we would like to announce the first person to raise \$500 online from each state will receive a gift!

So, we have created the challenge... let's see how takes it and helps the cause!

Here are some more photos from the Hay Days scene this past weekend at the Pink Ribbon Riders booth. We want to thank all of those that stopped by!



If you missed anything at the booth, don't forget we have the Pink Ribbon Riders online store with something for everyone. There are great items that you even by in bulk to help your fundraising efforts.

[www.pinkribbonriders.com](http://www.pinkribbonriders.com)