

PINK RIBBON RIDERS® - SPRING BREAK NEWS UPDATE

5th Anniversary Arctic Cat limited Edition Pink Ribbon Riders Snowmobile:

Goes to Brian Hagen of Minnesota! We want to thank everyone for their support of the 5th Anniversary snowmobile. And an enormous thank you to Arctic Cat Corporation who donated the snowmobile so that all proceeds would benefit the Pink Ribbon Riders.

2011 SNOW RUN TOUR UPDATES:

Pink Ribbon Riders® and the 2011 Snow Run Tour is heading west for the final stop on the tour at the beautiful Togwotee Mountain Lodge. The 4th Annual Wyoming Snow Run participants will be greeted with more than a 10 foot base of snow! Space is limited for the event, so if you have not yet registered, please contact us.

4th Annual Wisconsin Snow Run Update:

What an amazing event! Mother nature didn't have us in her plans, but that did not stop the cause! \$52,000 was raised for the Pink Ribbon Riders mission and instead of snowmobiling participants took to tricycles! Lots of fun and 120 + people came together as the mission cannot stop due to weather.

7th Annual New York Snow Run:

Raising \$72,000 and still counting the New York Snow Run turned winter wonderland this year and had epic snow conditions. This was some of the best riding in New York ever! And can you same Yum to handmade truffles. If you missed this event you missed the best food and trails ever!

5th Annual Michigan Snow Run UPDATE:

The 5th Anniversary Michigan Snow Run raised \$36,000 and reached their goal of raising over \$30,000 for this year!

HEAD SHAVING CAMPAIGN... Well it started at the Michigan event to help reach the event goal and now has expanded..... carrying over to New York and Wisconsin Snow Run events. All together the head shaving campaign has raised over \$2,700... and the challenge is now presented to the Wyoming Snow Run to beat the funds raised at Wisconsin which was \$980 dollars.

NEWS ALERT:

We have been asked to add the HEAD SHAVING campaign to the Pink Ribbon Riders website to share the cause with everyone that may not have attended a Snow Run or cannot attend and support this cause. It has been advised that this is the first year that the Pink Ribbon Riders are not able to raise enough funds for the amount of patients applying. Therefore by popular demand and ideas given to the organization we have set up an online fundraiser that we ask you to share with everyone you know. Please see the Pink Ribbon Riders website for all information and our goal of \$5,000 to be raised by June 1st. We need your help...

PRR Facts:

- December 2010- \$33,000 was given out in Patient Assistance Funds.
- January 2011- \$25,000 was given out in Patient Assistance Funds.
- February 2011 – estimated to be over \$30,000.
- PRR is averaging more funds given out than funds raised for the 2010-2011 year. The average amount of patients applying from last year at this time to now has increased from 2-3 patients per day to 5-6 patients per day, 7 days a week.

SPECIAL THANKS TO ALL OF OF OUR SPONSORS AND SUPPORTERS.

2010-2011 Premier Organization Sponsor:

Automoblox

2010-2011 Snow Run Presenting Sponsors:

Arctic Cat, Triton Trailers, Ingles Performance, HMK USA, CHOKO Designs

2010- 2011 SNOW RUN TOUR PLEDGE PROGRAM SPONSORS:

Togwotee Mountain Lodge, Choko Designs, KLIM USA, Swendson Motorsports, HMK USA, FXR, MBRP Performance, Straightline Performance, Stud Boy, Woody's, Habervision, Triton & Fisk Distributing, Castle HJC

For a complete list of sponsors please visit the Pink Ribbon Riders website and shop with those who support the cause.