



Snow Run Tour 2010-2011 Yearbook

Premier Organization Sponsor



Pink Ribbon Riders



On The Road...

Did you know that the Pink Ribbon Riders are an “*on the road*” organization. Making 25+ appearances through out 6 states in the USA during the year. PRR averages 30,000 plus miles per year spreading the word that both men and women can be diagnosed with breast cancer and providing financial assistance to both men and women breast cancer patients.

Special thanks goes to Triton Trailers, Ingles Performance and Fisk Distributing for making our trailer possible. With out the PRR trailer we can not bring the mission of helping people to the road!



Did you know?

Did you know...

The PRR Patient Assistance Program provides direct financial assistance to both men and women in six (6) states. Patients living in New York, Michigan, Minnesota, Wisconsin, North Dakota and Wyoming.

Did you know...

Pink Ribbon Riders receives on average 3 patients applying for the PRR Assistance Fund on a daily basis. This will be the first year in 2010 that we will have more patients applying than funds that we have been able to raise.

- 365 days a year x 3 per day = *1,095 patients applying per year.*
- \$500 per patient x 1,095 patients = *\$547,000 needed for Giving!*

PRR raised \$334,000 in 2009-2010.

Did you know...

December of 2010 PRR had its highest month ever in our records of \$33,000 of Patient Assistance given in one months time. *Sixty Six (66) patients!*

Did you know...

Every \$500 gift given through the PRR Assistance Fund there is an additional \$25.00 to \$40.00 in costs to help that one patient?

Did you know...

Pink Ribbon Riders is 97 % volunteer based.

Did you know...

PRR sends a thinking of you card to every patient that applies to the PRR Assistance Program when we receive their application. Judy Russell, survivor and volunteer sends a card when patients apply to PRR. It is a personal touch that we want the people to know that we really do care about them and that we are one big family here!

Community Fundraisers raised \$14,034 for the Pink Ribbon Riders in 2010.

In the communities in the last year amazing people have come together to raise funds for the Pink Ribbon Riders. A total of \$14,034 has been raised thru their efforts and support to the mission of the Pink Ribbon Riders.

New York – Canter For Cancer \$284.00
 Chrome Divas – TaTa Run \$1,500

Michigan – Battle Creek Police Department Goes PINK! \$1,700.
 Fullerton Toll Golf Outing \$2,000
 Woody's Golf Outing \$4,450
 Premier Sky Diving, Jumping for Ta Ta's \$3,500
 American Federal Credit Union \$600.00



*On right, Judy Russell, Ohio.
Survivor and volunteer*



*Pink Ribbon Riders
Present Public Patient
Assistance recipient Kathy
from Watertown, NY
with the PRR receiving an
Assistance Card of \$500.00
at the Chrome Divas Event
in Sept. 2010.*

This page is dedicated to our sponsors and all that support the organization's mission and the 2010-2011 Snow Run Tour.

Premier Organization Sponsor



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AND



2010-2011 Snow Run Tour - Pledge Rewards Program Sponsors



2010-2011 Snow Run Tour - Product Sponsors



2010-2011 Snow Run Tour - Pink Ribbon Sponsors



2010-2011 Snow Run Tour and Organization - In Kind Sponsors

On Snow Magazine, Graphics2Go, LBL Printing, M.A. Apparel, Snow Goer Magazine, American Snowmobiler, MaxSled, Snowmobile USA, AGI Events, HP Wraps, Blown Concepts, Jackson Hole Snow Devils, Columbia Graphics, Moto2Motion, Quixerve, H&S Accounting, Heator Insurance, Washington State Snowmobile Association, Fishers ATV World

Yearbook Courtesy of: LBL Printing, OH

Thank you to all the volunteers and the companies that have supported the mission of the Pink Ribbon Riders.

5TH ANNUAL MINNESOTA SNOW RUN



January 7 & 8, 2011

Sugar Lake Lodge
Grand Rapids, Minnesota

In 2011 the Minnesota Snow Run celebrates its 5th Anniversary as part of the Snow Run Tour held at Sugar Lake Lodge in Grand Rapids. The annual Minnesota Snow Run starts the 2011 Snow Run tour that incorporates six states in the USA. Minnesota's first Snow Run event was held in Mille Lacs Lake area and has toured into Hill City and now celebrates 2011 in Grand Rapids. The Minnesota Snow Run's have raised \$82,000 + in five (5) years. For Post event information please visit the PRR website.

Minnesota Snow Run Pre Event Accomplishments:

- Celebrating the 5th Anniversary of the Minnesota Snow Run
- Received a \$1,000 grant from the Grand Rapids Area Community Foundation



Minnesota Snow Run Event Sponsors:

Pink Ribbon Level: Ultimax Belts by Carlisle, and Katahdin Extreme Gear

Memory Wall Sponsors: Sno-Ghosts Snowmobile Club

Dinner Table Sponsors: Sno-Ghosts Snowmobile Club – 5

In Kind Sponsors: Visit Grand Rapids, Hill Top Polaris, Blown Concepts, Max Sled.com



2ND ANNUAL NORTH DAKOTA SNOW RUN



TWIN OAKS
RESORT & CONVENTION CENTER

January 14 & 15, 2011

Twin Oaks Resort, Bottineau, North Dakota



On the 2nd stop of the Snow Run Tour the Pink Ribbon Riders travel to the Twin Oaks Resort in Bottineau. Teaming with the returning Presenting sponsor Snowmobile North Dakota this year is the Bottineau Chamber of Commerce and the Bottineau Economic Development Corporation. The two locations of Grafton and Bottineau North Dakota have shown the warm feeling of a small town with big hearts to the cause. In 2010 the event raised \$29,800. Sponsorships of the 2010 included the City of Grafton, Trak Incorporated, Ridge Runners Snowmobile Club, North Dakota Hospitality and Grafton Equipment at \$1,000 or more each for the Silver, Gold and Presenting Levels.



For 2011, Snowmobile North Dakota partners with the Bottineau Chamber of Commerce and Bottineau Economic Corporation to present the 2011 North Dakota Snow Run. For post event information, please visit the PRR website page.



North Dakota Snow Run Pre-Event Accomplishments:

- Avalanche Safety Course being conducted by the Idaho State Parks & Recreation

North Dakota Snow Run Event Sponsors:

Presenting Sponsors:



Silver Level:



Pink Ribbon Level: Ultimax Belts by Carlisle and Katahdin Extreme Gear

Memory Wall Sponsors:

Dinner Table Sponsors: St. Andrew's Health Center, Bottineau Farmers Elevator, Tollefson Funeral Home State Bank of Bottineau

Special Thanks To: Idaho State Parks and Recreation, North Dakota State Hospitality



Survivor recipients at the 2010 Event.



2010 Top Fundraiser

5TH ANNUAL MICHIGAN SNOW RUN



February 4 & 5, 2011
Otsego Club & Resort, Gaylord, Michigan

The Snow Run Tour continues on and heads back to the home state for the Pink Ribbon Riders and into Michigan to Gaylord at the beautiful Otsego Club & Resort. Celebrating another 5 year anniversary on the Snow Run tour the Michigan event has raised \$87,000+ since start!

Michigan Snow Run Pre-Event Accomplishments:

- Celebrating the 5th Anniversary of the Michigan Snow Run.

Michigan Snow Run Event Sponsors:

Pink Ribbon Level: Ultimax Belts by Carlisle, and Katahdin Extreme Gear

Survivor Sponsor: SledgersVision.org provides two (2) Survivor Sponsorships

Dinner Table Sponsors: Risk's Apiary & Honey House of Laingsburg, MI

In Kind Sponsors: Marshall Distributing, Ohio State Snowmobile Association, The Osprey Corporation, Snowmobileguys.com, Eagle Radio, Alpine Lodge, Gaylord Travel Bureau, Breakers Bar & Grill, Drost's Chocolates, Bigbee Coffee of Gaylord, Save-a-Lot, Little Caesars, White Tool & Die



2009 top Fundraiser, Lauren Willard, Mi, 16 years old!

Lauren has raised \$6,554 in 2010 and a total close to \$10,000 in 3 years of attending the MI Snow Run.



7TH ANNUAL NEW YORK SNOW RUN

February 11 & 12, 2011

Hiltebrant Recreation Center at North Street, Old Forge, NY

New York, the birth place of the "Snow Run" event. Two friends took to the trails (Alia and Jody) to raise awareness that men and women could be diagnosed with breast cancer. The event then called the Tug Hill Snow Run in 2005 raised \$3,500 with 35 people in attendance! By 2007, the event was growing and instead of donating the funds to other organizations, the need was for the event to become more. In 2007/08 winter the Pink Ribbon Riders© organization was formed. This allowed the Pink Ribbon Riders to directly provide financial assistance to the breast cancer men and women in need through the PRR Assistance Program.

Who knew that riding the trails with pink bras on their snowmobile would turn into such a worthy cause now in six (6) states!

The 2011 Snow Run celebrates the 7 year anniversary of the "Snow Run" teamed with presenting sponsors the Town of Webb and the Central Adirondack Association. The formerly known Tug Hill Snow Run and the now known New York Snow Run has raised \$260,000 + for breast cancer patients in need.

New York Snow Run Pre-Event Accomplishments:

- Celebrating the 7th Anniversary of the New York Snow Run... the event that started it all!
- Over \$3,000 donated from donations and community events from all over the state of New York

Host Hotel Location:



New York Snow Run Event Sponsors:

Presenting Sponsors:



Pink Ribbon Level: Ultimax Belts by Carlisle, and Katahdin Extreme Gear

Dinner Table Sponsors: Elite Motorsports, Precision Motorsports

Top Right Photo – Reata Patterson(middle), Top Fundraiser \$8,133.90.

Bottom Right Photo – Jen Barnhart (right) was close 2nd at \$7,712.00!



4TH ANNUAL WISCONSIN SNOW RUN



February 18 & 19, 2011

Eagle River Inn & Resort - Eagle River, WI

Just a little more than half way through the Snow Run Tour, Pink Ribbon Riders stop at the Eagle River Inn. Riders from all over Wisconsin and bordering states join together for a great day of riding together in "Honor and in memory of those we love." The Wisconsin Snow Run has raised \$104,000 over the years. Last year's total was just over \$50,000 so more than half the amount raised for 3 years was done at last year event! For post event details on this event, please see the PRR website.

Wisconsin Snow Run Accomplishments:

- Wisconsin Snow Run participants raise more money per person (on average) than any other Snow Run state.

Wisconsin Snow Run Event Sponsors:

Presenting Sponsors:



Pink Ribbon Level: Ultimax Belts by Carlisle, and Katahdin Extreme Gear



Chair Person, Scott Swendson awarding Sara Hodgson the Top Fundraiser award. Sara raised \$6,496 in 2010.



4TH ANNUAL WYOMING SNOW RUN

March 18 & 19, 2011

Togwotee Mountain Lodge - Moran, WY



The 2011 Snow Run Tour makes its final stop at Togwotee Mountain Lodge for the 4th Annual Wyoming Snow Run. This event is known as the celebrity ride event and truly the most "have to" riding area of the USA. Riders take to the beautiful surroundings of thousands of acres of mountains and groomed trails. There is something for every level of rider. This event is a limited space event and open to the first 100 riders.



The Wyoming Snow Run has raised \$79,882 in 3 years!

Wyoming Snow Run Event Sponsors:

Bronze Level: Action Polaris

Pink Ribbon Level: Ultimax Belts by Carlisle, and Katahdin Extreme Gear

Lunch Location Sponsor: Brooks Lake Lodge

Top Fundraiser: The 2010 Top Fundraiser was Maura Fitts of NY raising \$3,757.00.



Pink Ribbon Riders Assistance Program

Pink Ribbon Riders® Assistance Program provides direct assistance to both men and women breast cancer patients. The Assistance program is open to the six (6) states in which the Snow Run events are held in. On occasion with review patients are helped in states in which a snow run participants reside in and where a referral is given.



The Pink Dot represents 1-5 patients per dot. A total of over 600 patients has been helped with direct assistance from the program since Fall of 2007. The program just had its 3rd anniversary in Fall of 2010.



Jen Curtis, back right, is the first person in Minnesota to receive assistance. Jen is in our hearts and memories for ever.

Pink Ribbon Riders attends public events through out the year to provide public recipients with the Pink Ribbon Riders Financial assistance. This is important to the organization as it also creates that this disease can happen to both men and women. Public patients are also helped at the Snow Run events as this gives back to the local community in which this is held. And is a nice way to show our participants and donors that the money is going to where is intended for.

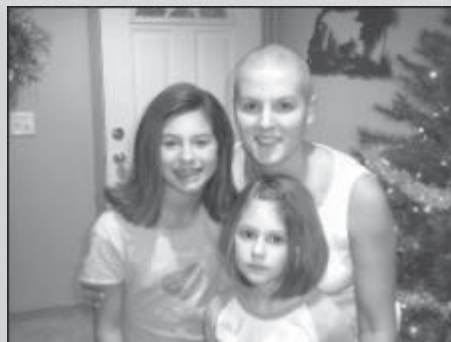


Lori Hall, New York



Deanna, ND recipient

This page is dedicated to one of our own at Pink Ribbon Riders that has been re-diagnosed and fighting like a TRUE Pink Ribbon Riders...



Alicia McVannel, MI Snow Run Chair Person and PRR Online Store Representative and volunteer of 5 years.



Jenny Swett, Recipient and daughter Ruthie



Denise Knowles, recipient



October 2010 - Catherine from NY
I received my \$500 gift a week and a half ago and am finally getting a minute to say thank you thank you thank you!!!

It's unbelievable how quickly I am burning through the gift card in co-pays and prescriptions, but wow am I grateful that those costs aren't going to show up on my credit card. I am having a mastectomy (with an expander) this Monday, October 11th. Included is a picture of me after a hike I took right after I found out I had breast cancer. I had chemo all summer so I am a lot balder now.

Again I can't thank you enough.



May 2010 - Yvonne from MI
Thank You Very Much for your help! I never ask for it, but it was sure nice to have people out there to help me and my family out. This came as a great surprise, I am still scared and sometimes depressed, but this will help take the burden off our shoulders, God Bless you and your organization.

November 2010 - Brenda from WI
Thank you so much! This will help to get my head above water and put gas in to go to appointments too! Thank you for the help and I appreciate it greatly!



**RIDING IN HONOR
AND IN MEMORY,**

GRAMMA GREEN
 JULIE WITZ
 CHRISTINA BISHMAN
 PATRICIA CALED
 THOMAS FUSCHER

PATRICIA BLANCHARD
 USA ROBINSON
 NORMA EBBELHART
 BRACH LANNING

OF THOSE WE LOVE

Pink Ribbon Riders ride in honor and in memory of those we love. In memory of Rocky Cutsforth and all those that have touched our lives.

(left) **2010 Snow Run Photo of the year!**
Survivor and recipient Carrie Combs, cutting off pink Mohawk of Skinner Bell at WY Snow Run to raise funds .