

For Immediate Release:



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Pink Ribbon Riders hit the trails to raise money for both men and women breast cancer patients with the 5th Anniversary Minnesota Snow Run.

The 5th Anniversary Minnesota Snow Run raises \$48,000 + and counting that will help provide direct financial support to both men and women breast cancer patients throughout the state of Minnesota.

The first stop on the 2011 Snow Run Tour took the Pink Ribbon Riders[®] (PRR) to the snowy Sugar Lake Lodge in Grand Rapids. What an amazing weekend with fresh snow and 200 men and women that came together to *"Ride in honor and in memory of those we love."* The weekend event started on Friday with an early bird check in, a vintage sled ride, broom ball tournament and live music in the lodge that got everyone geared up for the evening Welcome Party.



The Welcome Party is the official kick off for the Snow Run event that included a silent auction of and a preview of the live auction for Saturday. And rounding off the evening was the tradition of the Vintage Snow Suit contest and the fun bra decorating contest.



The Snow Run is an organized snowmobile and dinner banquet event that is open to both men and women to attend and this year 200 people attended as survivors, co-survivors friends and family.

The Snow Run event brings people from all over Minnesota and its neighboring states of Wisconsin, North Dakota and as far as Michigan. The funds raised from the event goes to the PRR Assistance Program that provides direct financial assistance to those diagnosed from all over the state of Minnesota. You must be a resident of Minnesota or one of the PRR Snow Run event states to qualify for the \$500 gift card.

This year a new Top Fundraiser of the event was crowned, Cheryl Albertson a returning participant and volunteer for many years raised \$2,011 and she was joined by the Top Fundraisers from last year that tied each other in 2010, Ginny Dorn and Ginger Humphrey. Ginger and Ginny reached the level of \$1,500 or more.



A tradition of the Pink Ribbon Riders is to find a recently diagnosed man or woman from the local area in which a presentation of the Pink Ribbon Riders assistance gift to at the event, this is important not only to be helping the person financially, but to share with the fundraisers, donors and supporters that they can see their hard work of fundraising going right to who needs it.

This year the public recipient is Elaine Kinglsey of Hill City. Elaine has a special connection to the Pink Ribbon Riders as she has sat on the event committee in the past years prior to her diagnosis. So her diagnosis this fall hit home to all of us and we are so proud that not only can the Pink Ribbon Riders help her, but so many that are affected by the disease.



After all the fun of the bra decorating contest and the Vintage Snow Suit contest and the silent auction and live music on Friday evening, the main event took place on Saturday with 193 riders of the 200 attendees taking to the beautiful trails of the Itasca Driftskippers and the surrounding clubs trail system. Some groups are called the sight seers and others groups called the “B” cup up to the “Hooter Haulers” rode anywhere from 75 miles to 140 miles to total up for their day.

A lunch was provided and the group stopped into the warm and cozy Warba Community Center and then took back to the trails before coming back to the Sugar Lake Lodge for the evening dinner banquet with awards, giveaways and the pledge program.

This year 16 people were inducted into the inaugural “500 Club” the club starts this year and recognizes those that raise \$500.00 as this is a significant number for the Pink Ribbon Riders as this is the amount that is awarded to the patient when they apply to the PRR Assistance program.

We extended a challenge and a goal to see if next year the event could have each attendee goal themselves to raise \$500.00 each as this would raise \$100,000 as there is a need for over \$500,000 estimated needed for 2011-2012 to not turn one patient in need away.

The 5th Anniversary Snow Run was a huge success and so much fun that took place that we can only share a few things like wacky hair seen in photos and the fun atmosphere that builds a unique and hard to explain in words camaraderie that brings those that attended together in a way that make us all family together. The Snow Run is unique and a true experience that every year amazing people come together to forget the outside world for a day and half to put others in need as the goal.

Thank you to all those that supported both locally regionally and on a USA National level. To see all of our sponsors and supporters, please see the www.pinkribbonriders.com website.

For more information on the Pink Ribbon Riders or The Minnesota Snow Run, please visit www.pinkribbonriders.com

Photos courtesy of MaxSled.com and Pink Ribbon Riders.



