

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 2nd North Dakota Snow Run this past weekend.

The 2nd North Dakota Snow Run raises \$29,000 + and counting that will help provide direct financial support to both men and women breast cancer patients throughout the state of North Dakota.

On the second stop of the 2011 Snow Run Tour took the Pink Ribbon Riders[©] (PRR) to the snowy Bottineau area at the Twin Oaks Resort. What an amazing weekend with fresh snow and 105 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, an avalanche safety training course, 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 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 110 people attended as survivors, co-survivors friends and family on Saturday evening. A total of 1,000 people will come together through the Snow Run Tour of 2011 in the USA this winter.

The North Dakota Snow Run event brings people from all over North Dakota and its neighboring states, this year of Montana 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 North Dakota. You must be a resident of North Dakota 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, Angie Bercier of Bottineau raising \$2,008 to the cause. Way to go Angie!



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 two (2) public recipients were awarded, Marlene Mardquardt and Betty Rehfus from the Bottineau area. Additionally PRR made a \$500 donation to Co-Founder Diane Olson for the Turtle Mountain Cancer Support Group.



The Snow Run ride consisted of groups riding in 10 or 12 people and divided into riding abilities called "Sight Seers, "B" Cups and the "Hooter Haulers." Some groups rode 60 miles and some got over 100+ miles in for the day. A lunch was provided at the International Peace Gardens and provided an amazing back drop of cactus plants and flowers during this snowy time of year.

The groups then took back to the trails after lunch and the evening was greeted with the Snow Run banquet back at the Twin Oaks Resort with awards, giveaways and the pledge program.

This year 14 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 help raise \$500,000 estimated need for 2011-2012 to not turn one patient in need away. Currently PRR receives 2-3 patients per day 7 days a week applying for the PRR Financial assistance Program. That is over 1,000 patients per year in need.

The 2011 2nd North Dakota Snow Run was a huge success and so much fun that took place that we can only share a few experiences and describe 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.

The 2011 North Dakota Snow Run was presented by: Snowmobile North Dakota, Bottineau Chamber and the Bottineau Economic Development Corporation. The 2011 Host location and sponsor is the Twin Oaks Resort. Gold Level sponsor: TRACK Incorporated.

For more information on the Pink Ribbon Riders or The North Dakota Snow Run and sponsors, please visit www.pinkribbonriders.com

Photos courtesy of Pink Ribbon Riders.

