

For Immediate Release:

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# 2011 SNOW RUN TOUR

Pink Ribbon Riders (PRR) are proud to announce 2011 Snow Run Tour in six (6) states consisting of riders from all over the USA and adding a Riders Challenge for all that have the passion of snowmobiling.

The Pink Ribbon Riders (PRR) is a volunteer based 501(c)(3) non-profit organization that combines the passion of riding and combining helping people in need. PRR provides direct financial assistance to both men and women breast cancer patients through funds raised from the Snow Run Tour and other fundraisers.

The Snow Run tour celebrates its 7<sup>th</sup> anniversary of the Snow Run event in winter of 2010-2011. Kicking off at the 5<sup>th</sup> Annual Minnesota Snow Run, then off to North Dakota and continuing to the 5<sup>th</sup> Annual Michigan Snow Run.

And if that isn't enough terrain to cover for you, the tour heads to New York for the 7<sup>th</sup> Annual New York event with a new venue on the beautiful trails of Old Forge and Inlet area. Then we hook up the Triton Trailer and go cross country to Wisconsin for amazing winding trails and beautiful lakes of the Eagle River area.

Completing the tour is the Celebrity Snow Run event at Togwotee Mountain Lodge in Wyoming. The tour provides the ultimate snowmobiling experience with riding for every ability, mountain scenery and untouched snow in Wyoming saved just for the PRR Tour every year!

The Tour also consists of appearances at trade shows and grass roots appearances throughout the USA and included recently was a stop to be filmed for the Outdoor Channel with the famous TV personality Brian Fisher of Fisher's ATV World!

The Snow Run events consists of two (2) days of fun including an organized snowmobile ride that is open to both men and women, dinner banquet, auctions and lots of fun! Participants are encouraged to raise pledges through an optional pledge program that has been teamed with amazing sponsors that provide gifts for pledge level winners. A top fundraiser award is also given.

If you cannot make one of the events this year, the Pink Ribbon Riders are challenging you to "***Ride in honor and in memory***" of a loved one with the "***Riders Challenge***".

The Riders Challenge incorporates riding that you are already doing and tying it to those in need! A cool way to help the Pink Ribbon Riders create awareness but at the same time raise funds for the over 1,000 men and women that will apply to the PRR for direct financial assistance this year.

To learn more about the 2011 Snow Run Tour or to take the Riders Challenge, please visit: [www.pinkribbonriders.com](http://www.pinkribbonriders.com)

(more)

## **2011 Snow Run Tour Schedule:**

January 7 & 8 - 5<sup>th</sup> Annual Minnesota Snow Run - Sugar Lake Lodge - Grand Rapids

January 14 & 15 - 2<sup>nd</sup> Annual North Dakota Snow Run - Twin Oaks Resort- Bottineau

February 4 & 5 - 5<sup>th</sup> Annual Michigan Snow Run - Otsego Club - Gaylord

February 11 & 12 - 7<sup>th</sup> Annual New York Snow Run - Hildebrant Recreation Center at North Street - Old Forge

February 18 & 19 - 4<sup>th</sup> Annual Wisconsin Snow Run - Eagle River Inn – Eagle River

March 18 & 19 - 4<sup>th</sup> Annual Wyoming Snow Run - Togwotee Mountain Lodge – Moran

### **Pink Ribbon Riders Facts:**

- PRR provides \$500.00 gift cards to patients that apply for assistance. The assistance is provided to patients in the states in which the Snow Run Tour is held and considers patients from the surrounding states where participants to the events come from. This was created so funding stays local and regional to where it is raised from.
- January 1, 2010 to June 1, 2010– 130 patients helped with financial assistance. Patients were from the 6 states in which the Snow Run Tour is located for the main concentration of funding, but assistance was provided to all that applied this year no matter their state of residence.
- Over \$20,000 given to patients in additional funds for gas cards to help with transportation costs for treatments in Spring of 2010.
- Breast Cancer Educational materials provided to breast cancer support groups when needed, and also available to anyone who asks.

### **2010- 2011 Pink Ribbon Riders Organization Premier Sponsor:**

Automoblox

### **2011 Snow Run Tour Presenting Sponsors:**

Triton Trailers & Ingles Performance, HMK USA, Choko, Arctic Cat