

SLEDNECKS to team with Pink Ribbon Riders.

#### A MOTHER'S DAY GIFT THAT KEEPS GIVING

Get a FREE copy of Minor Details DVD + 25% of merchandise sales to benefit Pink Ribbon Riders!

Slednecks Global Headquarters – April 29, 2010 – In one way or another we have all been or are currently affected by breast cancer. It may be a friend, a family member or even a co-worker who has been diagnosed with the life-threatening disease, but regardless of who has been affected; this is your chance to make a difference in their fight!

Slednecks is making a special Mother's Day offer to everyone who is willing to show their support. Beginning today and continuing until Monday May 10th we are offering fans a FREE copy of the Minor Details DVD, starring Slednecks team rider and other Misti Hurst, check out her update on [www.slednecks.com](http://www.slednecks.com) "Catching Up with Misti Hurst". How does this help you might ask? Well in addition to giving you a FREE copy of the DVD, if you decide to purchase another item we will donate 25% of the merchandise proceeds to benefit the Pink Ribbon Riders, a group of snowmobile and motorsports enthusiasts who volunteer their time and effort to help those who have been affected by breast cancer.

Here's how you get your Free DVD and make a difference in someone's life!

Simply head to <http://shop.slednecks.com> and select Slednecks DVD's, then choose Minor Details, and then hit BUY NOW. This will take you to the "Basket" where at the top you will read "If you have a promotion code, please enter it here." Type in "MOMSDAY" in the box and click on submit. You will see below that the promotion code has been accepted. That's it! If you choose to help us raise donations, click "Continue Shopping" and 25% of your purchase will go to benefit the Pink Ribbon Riders.

Rules, yes they suck, but we have limited one DVD per household. You are responsible for the shipping costs associated with receiving the free DVD and any other products purchased.

If you have any questions or would like to order by phone, simply call 928.526.3705 during business hours (M-F 8AM-5PM Arizona Standard Time) to reach our rider support lines.

Contact: Miechal Durkin

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