



Riding in honor and in memory of those we love

PINK RIBBON RIDERS® - FOR IMMEDIATE RELEASE

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Pink Ribbon Riders organization kicks off the 2012 Snow Run seven state tour raising direct financial assistance for both men and women breast cancer patients this past weekend.

The Pink Ribbon Riders is a grass roots non profit organization that toured to Grand Rapids Minnesota this past weekend at the Sugar Lake Lodge hosting the 6th Annual Minnesota Snow Run. The Snow Run is a two day event open to both men and women that incorporates a Friday night welcome party, silent and live auctions, live music food and on Saturday an optional snowmobile ride.

The Minnesota Snow Run event raises funds that are distributed to men and women residents of Minnesota that are diagnosed with breast cancer in \$500.00 increments to help offset medical bills, gas costs to treatment and any other expenses while they battle the disease.

The Minnesota Snow Run raised \$49,000 + and still counting. The top fundraiser was Jack Schuster from Mound, Minnesota raising \$4,525. 170 participants and supporters came out for the great food, auctions and more to support the Pink Ribbon Riders mission.

Fun activities such as tire golf, broom ball and tricycle racing were done in replace of snowmobiling this year. The event never cancels even if the activity part of the event which is snowmobiling can not be done as the Pink Ribbon Riders commented, " Cancer does not care what the weather is, neither should we." The Snow Run event is the organization's main fundraiser for each states financial assistance program and in many states like North Dakota this coming weekend, it's the only event that funds the year of patients that will apply.

The Pink Ribbon Riders 2012 Snow Run Tour takes off this coming weekend to the 3rd North Dakota Snow Run and will make stops in Michigan, New York, Wisconsin, Wyoming and the newest state added of Colorado.

All funds are distributed in the states in which the Pink Ribbon Riders organization has a snow run event. This was set up this way so that not only can local financial assistance be given where the event is held, but regionally and statewide the residents of that state are diagnosed are supported.

The Snow Run event is unique as patient(s) from the local area are invited to attend the event and are presented with the \$500.00 PRR Assistance Program gift. This year Jolene Oviatt from the town of Bovey was chosen to receive the \$500.00 gift along with 3 other patients from the area of Minnesota.

Founded in 2006, the Pink Ribbon Riders has helped more than 800 people diagnosed with breast cancer in states throughout the country. The organization provides direct financial support to patients and families struggling to pay for medical bills, groceries, and gas money. Inspired by breast cancer survivors, the Pink Ribbon Riders attend sporting events and organize rides in honor and in memory of loved ones who have battled breast cancer.

Participants of the Snow Run events come from all over the USA and the state in which the Snow Run is held.

To see photos of the event and more information or patient giving, please see [Pink Ribbon Riders](http://www.pinkribbonriders.com).
www.pinkribbonriders.com

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