



Pink Ribbon Riders Load Up

READY TO ROLL - PRR is geared up for another season of fundraising for breast cancer patients. Thanks to Triton Trailers, the PRR will be rolling in style to all the events and snowmobile rides that the group raises funds at in a new customized Triton 24-foot trailer.

Folks with the Pink Ribbon Riders put in a long season and the miles they log would make any trucker tip a cowboy hat in respect.

Jody McKay is the woman at the wheel for much of the 50,000+ miles the PRR travels each year across the U.S. to shows, rides, and events. Her mission is to raise funds for both men and women breast cancer patients. Last year the PRR raised \$330,000 and hopes to beat that this year.

PRR is a non-profit that provides assistance to all kinds of cancer patients, as well as free educational and medical resources and info. It also works to build awareness of breast cancer throughout the motorsports industry. The job gets done with the help of many volunteers and donations.

Last year the PRR made 26 appearances and ran 6 sled events/rides, known as their "snow runs." Plans are similar for this year, but now you'll be able to spot PRR anywhere in its new customized 24-foot Low Boy trailer donated by Triton Trailers.

"Without this trailer, help from Rochelle Priesgen and the great people at Triton and the rest of our sponsors, what we do would simply not be possible." McKay told us as

she was picking up PRR's new trailer at Triton's Hartford, Wis., headquarters.

"This trailer acts as a storage unit, a materials and sled hauler to go to all our shows, a base of operations, and more all year. With the miles we put on a trailer we need something that will hold up." PRR also had use of a Triton trailer last season.

"I get the thumbs up from lots of people on the road" says McKay. The trailer is loaded with black quad flooring, a cool recessed light kit, storage and cabinets, coat racks, electric tongue jack and more!

The upcoming season's PRR rides are 2-day rides based on 100 miles of riding. McKay says PRR is hoping to attract new and "on-the-fence" riders that have been out of the sled scene and are looking for a "jump start" to get them riding.

The Snow Runs are listed to the right and the PRR will be at many of the big snow shows and conferences across the country this fall so keep an eye out for its displays and trailer. Help out a good cause.

For sponsor info, events, survivor stories, donations, volunteer opportunities and more see: www.pinkribbonriders.com More trailer info at: www.tritontrailers.com



PRR SNOW RUNS, 2010-2011 SEASON

- Gaylord, Mich. – Feb. 4-5
- Grand Rapids, Minn. – Jan. 7-8
- Old Forge, N.Y. – Feb. 11-12
- Grafton, N.D. – Jan. 14-15
- Eagle River, Wis. – Feb. 18-19
- Togwotee Mtn., Wyo. - Mar. 18-19

CAIN'S QUEST SETS DATES

Despite freak warm weather cancelling last year's event, Cain's Quest Snowmobile Endurance Race in Labrador, Newfoundland is back. It'll launch March 12 and this year adds the World's Longest Women's Snowmobile Endurance Race.

The main 2,500-km race starts at 11 a.m. with teams of two leaving from Labrador and heading through the communities

of Churchill Falls, Happy Valley-Goose Bay, Rigolet, Makkovik, Postville, Hopedale, Natuashish and Nain. The race purse is a whopping \$65,000 this year!

The "Ladies Edition" starts at 2 p.m. from the same start line with teams of two women and their sleds taking on 650 km of brutal wilderness. The purse for this event is \$20,000. Women can register for either event.

The races continue day and night and this year's racers will be tracked by satellite. **More info:** www.cainsquest.com.

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