

## JOIN THE CAUSE

The snowmobiling world is full of fascinating personalities but some leave a particularly lasting impression. Take Jody McKay for instance, Co-Founder and Director of *Pink Ribbon Riders*. Jody travels many miles each week and puts in countless hours organizing charity events and snowmobile rides across the USA for breast cancer awareness. She'll be the first to tell you she couldn't do it without the support of committed volunteers.

The Pink Ribbon Riders was started in 2005 in memory of Kelly Shires who passed away at an early age from breast cancer. On a promise to Kelly in 2004, Jody and friend, Alia Brown, started a similar US organization to the one Kelly founded in Canada several years earlier. Both organizations have the same goal... to bring financial support to those in need during their struggle with breast cancer so they can focus on getting well. To date, the Pink Ribbon Riders have helped over 600 people affected by breast cancer and Jody isn't letting up. She knows roughly 12-percent of American women will develop breast cancer at some point in their lives and although she may not be able to stop the disease, she has been successful in bringing people together to raise money for those who need financial assistance when the weight of the world is upon them.

You may have heard of Pink Ribbon Riders and have no doubt known someone with breast cancer. If you'd like to lend support to a truly good cause, the *Pink Ribbon Riders* welcomes your help. *Pink Ribbon Riders* are not only fellow snowmobilers, they're also your sisters, your mothers and your wives.

- Matt Lester

Visit www.pinkribbonriders.com



Left to right: Jody McKay, Co-founder and Director of Pink Ribbon Riders USA with volunteers Dan Ostrowski and Amber Lutz.

## **UPCOMING EVENTS:**

Feb 4th-5th Feb 11-12th Feb 18-19th March 17th March 18-19th March 24-27th 5th Annual Michigan Snow Run- Otsego Club & Resort - Gaylord, MI 7th Annual New York Snow Run -North Street Pavilion - Olde Forge, NY 4th Annual Wisconsin Snow Run- Eagle River Inn & Resort - Eagle River, WI Pink Ribbon Riders Meet & Greet - Jackson Hole, WY 4th Annual Wyoming Snow Run - Togwotee Mtn. Lodge - Moran, WY Jackson Hole Hill Climb - Jackson Hole, WY