



## WOMEN HELPING WOMEN

At the age of 34, Kelly Shires' life was changed forever. Kelly and her husband Ken were running a successful dry land marine facility, and expecting their first child, when at Christmas 1997, Kelly discovered a lump in her

breast. It was a difficult and emotional time of her life; within a week, Kelly had four surgeries, terminated the pregnancy and began six months of chemotherapy. Due to Kelly's illness, they gave up their business and moved to the Georgian Bay area to begin a quieter lifestyle and concentrate on Kelly's recovery. Through her own personal struggles, Kelly knew that she wanted to help others who also had Breast Cancer. So together with her friend Suzy Stenoff they decided to turn this tragedy into something positive. Thus was the start of the *Kelly Shires' Breast Cancer Snow Run*, a charity that assists women and men who have been diagnosed with Breast Cancer.

On October 31, 2004 Kelly lost her battle with Breast Cancer, but her spirit and determination will continue thanks to a dedicated group of volunteers.

Please join us as we endeavour to keep Kelly's dream alive.

### WHY A "SNOW RUN"??

There are many worthwhile events & organizations raising money in the name of Cancer Research but the Kelly Shires Foundation is different. Formed out of a passion for snowmobiling and an equal passion for helping women who truly need help, the foundation distributes funds directly to those battling Breast Cancer. Through personal experience, Kelly realized that battling for your life is a very tough challenge, with physical, emotional and financial battles to overcome. The Foundation assists Breast Cancer patients across Canada in purchasing items not covered by health insurance programs.

Though the charity helps women year round, the primary fund raising event is a "women only snowmobile event" held in early February annually.

### HOW IS THE MONEY DISTRIBUTED??

Patients must complete an application, along with medical & financial information. Once an application for assistance is received, a committee reviews the application and renders their decision. All applications are handled in the strictest of confidence. Moneys are disbursed as soon as the application is approved, usually within 14 days.

A special "THANKS" to our corporate sponsors  
Please support them, as they support us!



### SPONSORSHIP OPPORTUNITIES AVAILABLE

*Kelly Shires*

**BREAST CANCER SNOW RUN**

Suite 101 523 Elizabeth Street

Midland, Ontario L4R 2A2

705.528.1053 1.877.436.6467

#### EVENT INFORMATION / REGISTRATION

REGISTRATION@BREASTCANCERSNOWRUN.ORG

#### MEDIA/SPONSORSHIP

MEDIARELATIONS@BREASTCANCERSNOWRUN.ORG

#### CHARITY INFORMATION/FINANCIAL ASSISTANCE

INFO@BREASTCANCERSNOWRUN.ORG

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# SNOW RUN 2010

## FEBRUARY 5 - 6 - 7

### HIDDEN VALLEY RESORT HUNTSVILLE, ONTARIO

A person's fight with Breast Cancer is not easy. There are significant financial challenges many patients face in the course of treatment. Often these expenses are not covered by medical insurance. The Kelly Shires Breast Cancer Foundation helps with the financial aspects of the cancer battle so the patient can better focus on their personal well-being.

**SINCE ITS INCEPTION IN 2000  
THE KELLY SHIRES BREAST CANCER  
SNOW RUN HAS RAISED OVER  
\$1.65 MILLION  
FOR BREAST CANCER PATIENTS**

[www.breastcancersnowrun.org](http://www.breastcancersnowrun.org)

## It's our 11th Anniversary

This year's event will be held the weekend of February 5, 6, 7, 2010 at Hidden Valley Resort in Huntsville. Last year, our participants raised over \$400,000.00, bringing our 10 year total to over 1.65 million dollars. Money is raised to financially assist patients in their battle against Breast Cancer. This is our weekend to kick back, have fun and raise necessary funds for a very worthwhile cause.

Your weekend starts Friday evening with a light buffet, games, prizes and decorated bra contest. After a hearty breakfast buffet the next morning, enjoy a 100 mile long snowmobile ride through the spectacular trails in Muskoka. Participants are grouped according to riding ability. Riders leave the resort at staggered intervals commencing at 9:00am Saturday, enjoy lunch along the way and then return to the resort by 5:30pm. Shake out the helmet head and get ready for our dinner gala. Find out who has raised the most pledges, who will wear the Sled Ed helmet and how much money was raised at the 11th Anniversary Event!

REGISTER TODAY— YOU DON'T WANT TO MISS OUT!!

### WEEKEND AGENDA

#### FRIDAY FEBRUARY 5TH

- 2:00PM—REGISTRATION OPENS
- 8:00PM—MEET N' GREET
- 2:00PM—PINK MARKET OPENS

#### SATURDAY FEB 6TH

- 7:00AM—REGISTRATION OPENS
- 7:00AM—BREAKFAST
- 9:00AM—OPENING CEREMONIES
- 9:30AM—RIDE COMMENCES  
(LUNCH ON TRAIL)
- 6:30PM—COCKTAILS
- 7:00PM—BANQUET

#### SUNDAY FEB 7TH

- 7:00AM—BREAKFAST AT LEISURE
- 11:00AM—CHECK OUT

**We have EXCLUSIVE use of Hidden Valley Resort for the weekend. Our room rate is \$ 135.00 per night. Once you have your Snow Run registration number , please contact the hotel directly to reserve. 1-800-465-4171**

## REGISTRATION FEE: \$1,250.00 per riding participant

REGISTER ONLINE

**WWW.BREASTCANCERSNOWRUN.ORG**

Register and submit a minimum of \$1,000.00 in pledges by December 15, 2009 and you will receive an exclusive KSBCSR sweatshirt courtesy of Artech Promotional Wear, Orillia. (limited to the first 25)

Please note that the ride portion of this event is open to women over the age of 18 only.

### Participation Includes:

- Friday Evening Meet n' Greet
- Saturday Buffet Breakfast
- Saturday Ride & Lunch
- Saturday Evening Banquet
- Sunday Buffet Breakfast
- KSBCSR Hat
- Welcome Bag



Items may not be exactly as shown

### Incentive Levels:

**Gifts will be awarded to all participants who raise pledges in excess of \$1,500.00**

\$ 1,500.00 to \$1,749.99 Roots® Pink Breast Cancer Watch

\$ 1,750.00 to \$ 4,999.99 Roots® Pink Breast Cancer Watch & FXR gear bag

\$ 5,000.00 and over will also receive an KSBCSR personalized iPod on addition to the Roots® Pink Breast Cancer Watch & FXR gear bag

## 2010 RAFFLE DRAW

### GRAND PRIZE

### 2010 MXZ SPORT 600

donated by

**Bombardier Recreational Products & Factory Recreation, Midland**



### SECOND PRIZE

\$ 500.00 Gift Certificate donated by Royal Distributing  
Guelph, Barrie, Sudbury

### THIRD PRIZE

One night accommodation for 2 donated by  
Hidden Valley Resort, Huntsville

Tickets available at Royal Distributing in Guelph, Barrie & Sudbury , Factory Recreation in Midland or by contacting the snow run office at 1-877-436-6467 or info@breastcancersnowrun.org

