



FOR IMMEDIATE RELEASE

Huge success for the 7th edition of the Quebec Kelly Shires Breast Cancer Snow Run

Quebec, February 13, 2012

The 7th annual Quebec Kelly Shires Breast Cancer Snow Run was held for the first time in the city of Sherbrooke. The staging for departure took place on the grounds of BRP, on a chilly morning. BRP rolled out the red carpet so as to ensure the event was a success! **Over \$274,000 was raised** between pledges, the lottery and sponsors. « This is a huge success, after seven years of existence in Quebec, and we are proud to see the Foundation grow rapidly as the need is important in the Province. With the multiple smaller rides across the province like “La Randonnée des Pros” in Mont-Laurier, the “Croisière sur Neige”, the ride in Belcourt, the “Randonnée de l’Est” in Matane and the ride at Lac St. Jean, we are able to meet the demands of the many financial requests we receive... » commented Isabelle Dusastre, Foundation President.

Normally an all women event, the Foundation now has a co-ed team that has joined the already existing four other women teams. 64 ladies, escorted by police officers and numerous club trail patrollers were awaiting at the opening ceremony. « The two snowmobile clubs in charge of our trails were short of a miracle in their accomplishments to ensure the best trails possible regardless of the ice! The club volunteers went beyond their duties for us. Police officers and volunteers were at crossroads to allow us to pass safely at all times » explained Foundation Vice-President, Judy McKeown “Many sleds were decorated in pink stating breast cancer awareness!...” A truly moving experience of the morning was the moment of silence in memory of those who lost their battle to breast cancer. After that, all five groups of riders took off on the beautiful trails of the region to meet up again for lunch in Valcourt at « Brandy Creek » and enjoy a much appreciated hot meal and break. As a bonus, those who did not wish to ride were treated to a private visit of the Bombardier Museum in the morning, and then joined the others for lunch. After lunch, the riding ladies geared up again so as to head back to the hotel on their designated routes.

Kelly Shires, founder of the charity, who lost her battle to breast cancer in October 2004 had a big dream, that of having a chapter in each province of Canada, so as to help more and more women challenged with breast cancer. Quebec is the second province to welcome such an initiative. The theme of the Randonnée des Neiges is “women helping women”. The ride is aimed to raise funds to financially assist women and men - even if a minority - diagnosed with breast cancer and create awareness, from pledge forms to draws and auctions, everything done this day is to help these people. All proceeds from this « Randonnée des Neiges » and all future “Kelly Shires Breast Cancer Foundation” or “Randonnée des Neiges de Kelly Shires” events, go toward financially assisting women (and men) in their fight with breast cancer. Our founder, Kelly Shires, wanted these people to see their recovery with a more serene and positive outlook. It is important people become aware of this reality, so as to help more and more patients.

At the end of the day, the participants along with their families, gathered for the Gala Award Dinner held at the Delta Hotel of Sherbrooke. The evening was filled with awards, prizes and moving testimonies. At the end, was the highlight of the evening with the draw of our annual lottery, 1st prize, a Skidoo MXZ TNT 600 ACE, donated by BRP/Skidoo and F. Constantineau & Fils, going to Mr. Martin Lampron of St. Hyacinthe.

Our sincere thanks to all the participants and to all the volunteers who dedicated numerous hours to the cause, as well as our partners and sponsors without whom none of this would have been possible: BRP/Skidoo in Sherbrooke and in Valcourt, La Fédération des Clubs de Motoneigistes du Québec (F.C.M.Q.), F. Constantineau & Fils BRP dealership of Mont-Laurier, Choko Design Inc, Bombardier Foundation, Quebecor, Delta Hotel, Rabaska Lodge, Lucas Productions Video, Integrale Acoustique, Woody’s and the Quebec Breast Cancer Foundation. An EXTRA BIG THANK YOU to the two great local snowmobile clubs: Club Harfang de l’Estrie and Club Pionniers de Valcourt for making the ride possible.

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