



**FOR IMMEDIATE RELEASE**

**\$65,000 RAISED TO HELP FINANCIALLY ASSIST THOSE WITH BREAST CANCER**

**Sequin, Ontario – April 30, 2017** – Over 45 riders took part in the 8<sup>th</sup> Annual TraX4 Breast Cancer ATV ride. The weekend event was hosted at Grand Tappattoo Resort in Sequin and was filled with sun, mud and fun!

The excitement began on Friday with a guided ride & smartphone scavenger hunt through the Park to Park trail system. The group faced some nice muddy terrain on their trip.. At the end of the day the group returned back to resort for Friday Night Luau & games giving riders a chance to mix and mingle off the trails.

Saturday morning the participants departed the resort and headed to the beautiful Canadian Shield to ride the exclusive private trail system offered by Bear Claw Tours. Riders were challenged by every terrain possible from mud to rocks, ensuring that a fun time was had by all. The sun was shining mid-day as the group stopped to enjoy lunch on the trail. The day ended with a scrumptious dinner and an evening full of fun draws, free give-aways and the opportunity to bid on some exciting silent auction items.

We are excited to announce that \$65,000 was raised at the event through participant pledges, corporate sponsorship, silent auction and raffle. Once again, Mitch Kleinstein raised the highest pledges for the 6<sup>th</sup> consecutive year! Congratulation Mitchell Kleinstein for topping this list once again this year! Congratulations to Paul VanDiepen for winning the “WTF” award for the best mishap on the trail, Congratulations to Selena Birbeck, Mike Birbeck & Margaret Armstrong for winning the “Deck your ride” award with their creative ATV décor and to Suzy Stenoff who was awarded a new “in memory award” for compassion.

A special thank you to all our volunteers and friends, Andrew Ryeland, Jonathan Ryland and Kevin Grice and Erin McEwan for guiding our rides. To our amazing Sponsors that support this event and make it possible: ATV World, Bear Claw Tours, Coleman, FXR Racing, Grand Tappattoo Resort, Park to Park Trail Association, Parts Canada and Radioworld and CFMOTO Canada.

Be sure to look for us at the Toronto International Snowmobile, ATV & Powersport Show October 20, 21 & 22, 2017 at the International Centre in Mississauga.

Together we ARE making a difference!

**For more information on the event or to apply to the trust:**

1 877 436 6467

**[www.kellyshiresfoundation.org](http://www.kellyshiresfoundation.org) [www.trax4bc.com](http://www.trax4bc.com)**

**Suzy Stenoff, Co-founder & Director, [suzy@breastcancersnowrun.org](mailto:suzy@breastcancersnowrun.org)**