



FOR IMMEDIATE RELEASE

\$42,000 RAISED TO HELP FINANCIALLY ASSIST THOSE WITH BREAST CANCER

Haliburton, Ontario – May 6, 2019 – A group of enthusiastic riders took part in the 10th Anniversary TraX4 Breast Cancer ATV ride. The weekend event was hosted at Pinestone Resort in Haliburton and was filled with sun, mud and fun!

The excitement began with an early bird ride on Friday after participants were treated to a BBQ and plant tour hosted by TekRider Canada. TekRider pulled out the red carpet for the group before they hit the trails. Participants then enjoyed a fun Friday Night "Ride this Country" theme back at Pinestone Resort. Riders had a chance to mix and mingle before heading out together on the trails in the morning.

Saturday morning the participants departed the resort and headed through the town of Haliburton before they hit the amazing trails the area had to offer. Riders were challenged by every terrain possible imaginable from mud to rocks and a few nice water holes, ensuring that a fun time was had by all. The sun was shining by mid-day, after a fun filled morning of riding the group stopped to enjoy lunch on the trail overlooking one of the beautiful lakes in the area. The day ended with a scrumptious dinner and an evening full of fun give-aways and the opportunity to bid on some exciting silent auction items.

We are excited to announce that \$42,000 was raised at the event through participant pledges, corporate sponsorship, silent auction and raffle. A heartfelt tribute video was played in memory of TraX4 Breast Cancer Co-Founder, Tracey Guthrie, who gained her angel wings in 2016 after a 19-year battle with the disease. We are happy to announce that Ryan Donegan raised the highest pledges! Congratulations to Dave & Brandy Cameron for winning the "WTF" award for the best mishap on the trail. Although they won the award Friday they sealed their title on Saturday's ride by performing the same mishap for a second time! Congratulations to Janesta & Jack Davidson for winning the "Deck your ride" award her creative ATV décor (complete with pink flamingos!) and merci Vine who was awarded a new "Momma Bear Award" in memory of event Co-Founder (Tracey Guthrie) for compassion & care amongst other characteristics.

A special thank you to all our volunteers and friends, Todd Watling & Lindsay Draper for leading our trail guides! To our amazing Sponsors that support this event and make it possible: ATV World, Bear Claw Tours, HATVA, KATVA Parts Canada, Pinestone Resort, TekRider Canada and Wilberforce Service Centre. Be sure to look for us at the Toronto International Snowmobile, ATV & Powersport Show October 25-27, 2019 at the International Centre in Mississauga.

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

1 877 436 6467

www.kellyshiresfoundation.org www.trax4bc.com

Suzy Stenoff, Co-founder & Director, suzy@breastcancersnowrun.org