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Pink Ribbon Riders expands into one of the best known Midwest snowmobiling areas

**August, 2007
Wisconsin**

We are very excited to announce that Pink Ribbon Riders will add the 1st Annual Wisconsin Snow Run on February 23, 2008 in Eagle River, Wisconsin at the Eagle River Inn.

The chairperson for the event is Scott Swendson. Scott is an independent Representative for Amsoil. We are very thankful to have met Scott and all of the volunteers that have dedicated their time and resources in adding a "Snow Run" to Wisconsin in efforts to help men and women diagnosed with breast cancer.

The 1st Annual Wisconsin Snow Run will be held no matter what weather conditions Mother Nature throws at us! The event is a great day of snowmobiling and meeting new friends, but it's about the cause of raising funds for those in need. We at Pink Ribbon Riders will promise you a great day of fun no matter what.

The Snow Run is an organized day of trail riding. Trail leaders are provided for groups to guide you through the scenic trails of Wisconsin. The average ride is 100 miles with a lunch stop. There is an optional ride of 50 miles offered. Participants must pre register for the event, as not only are you provided with a trail ride but also a dinner party with an awards ceremony to wrap up the great day. Pre registration requirements can be found on the Pink Ribbon Riders website. The event is open to men and women, and all riding abilities are welcome.

Mark your calendars to save the date and join us on Saturday February 23rd in Eagle River, Wisconsin at the Eagle River Inn.

The Snow Runs are currently held in New York, Michigan, and Minnesota. In 2008 Wyoming and Wisconsin have been added for the first time. The presenting sponsors of the 2007-2008 Awareness Tour are Arctic Cat, HMK Snowmobiling, Ingles Performance and Triton Trailers.

For more information, please visit www.pinkribbonriders.com go to Snow Run events and click onto Wisconsin.

2007-2008 Awareness Tour Presenters:



The Pink Ribbon Riders are in the process of obtaining a 501 C3 not for profit status.

Proceeds of events support breast cancer awareness in the motor sports industry to men and women. A cancer fund through an application process will be made available to those men and women that have been diagnosed in need of assistance.