

Attention: News Editors

## Media Release

### **Eastman ATV Association's ATV Ride for Mom launches their 2017 campaign for the fight against Breast Cancer!**

Eastman ATV Association's ATV Ride for Mom has just launched their 2017 fundraising campaign for Breast Cancer research, Breast Cancer patient support and awareness. Eastman ATV Association fundraising campaign is working along with CancerCare Manitoba where all funds raised stay in Manitoba.

The ATV Ride for Mom is on Saturday June 3, 2017 on Eastman ATV's 80 km trail located in the Richer Sandilands area. The launch marks the beginning of their fundraising initiative and Eastman ATV needs your support to reach their goal of raising \$15,000. You can help this cause by donating, by pledging, by becoming a volunteer or by becoming a sponsor. Do this for your mom, your sister and your friends!

#### **The ATV Ride for Mom:**

- Saturday June 3, 2017
  - Registration 9:00 – 11:00 am
  - The ride starts at 9:00am and you will ride with your own group at your own pace and start time. The last group should be on the trail by no later than 11:30 am.
- Eastman ATV Staging Area.
- Includes Pancake and Sausage Breakfast, Awesomedog Lunch and chance to win a GPS Door Prize
- 50/50 Draw and Amazing Silent Auction Prizes
- The Ride is Rain or Shine
- Register Online [atvrideformom.com](http://atvrideformom.com) or day of the event (if spots are available)
- Limited to 500 Machines
- Costs:
  - Registration is \$40.00 per machine –that covers the riders breakfast and trail lunch. This also gets your name entered for a chance to win a great door prize.
  - Registration is \$10.00 for additional riders – that covers the additional riders breakfast and trail lunch.

Thanks to research efforts to date, Breast Cancer deaths have decreased by 44% since the peak in 1986. The importance of early detection makes investment in AWARENESS initiatives equally important to RESEARCH. Breast Cancer is the most commonly diagnosed Cancer among women with 250 men that were diagnosed in Canada in 2016. Early detection through regular mammograms can lower Breast Cancer deaths by 25%. Currently Breast Cancer survival in Manitoba is at 85%. Please Support the ATV Ride for Mom to positively benefit someone you care about.

ATV riders, Breast Cancer patients and their families as well as non-riders can learn more about participating and donating by visiting [atvrideformom.com](http://atvrideformom.com).

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