



## KELLY SHIRES LEGACY

Life could not have been better. Kelly was 34 years old and along with her husband, Ken, they were running a successful dry land boat facility and the future was looking great. Then at Christmas time in 1996, Kelly found a lump. She saw the doctor the next day and it was determined that she had breast cancer. This was one of the most emotional and difficult times of her life. Not only was she dealing with a life threatening illness, she was also pregnant with their first child. Within a week, Kelly had four surgeries, terminated the pregnancy and began six months of chemotherapy.

### FORGING AHEAD

Ken & Kelly ended up giving up their business in Mississauga. There were many reasons, but the main one was the cancer. They knew they had to make some changes, so they moved to a nice little residential area on Georgian Bay and began a quieter lifestyle. Kelly knew from the beginning of this journey that she was going to do something to help others with Breast Cancer. One thing that she discovered was that the costs for items not covered under extended health plans were financially burdensome. She knew first hand what it was like to face the emotional, mental, physical and financial stress that breast cancer patients and their families are faced with.

### THE SNOW RUN IS BORN

One fall evening, Kelly's good friend Suzy Stenoff visited Ken & Kelly for dinner. After dinner Kelly & Suzy were sitting on the deck over-looking Georgian Bay. They were discussing all the stages that Kelly had been going through and how they could change that for others. Kelly was determined to turn her diagnosis into something good! They first considered having a golf tournament, and then could not stop laughing at how they would hold a golf tournament when neither knew a thing about golf. As they continued to think, Suzy noticed Kelly & Ken's snowmobiles off to the side & covered. She asked Kelly if they enjoyed snowmobiling and just like that the idea for the Snow Run was formed. The theme was going to be an all-women snowmobile ride – Women helping women! The concept would be to ride the trails and raise awareness about breast cancer and raise funds to help support women who have been diagnosed. They would help by purchasing items they needed but weren't covered by insurance. The first year (January 2000) the Snow Run was rained out, but that did not stop the spirit of the women who still came out and helped to raise \$10,000. The event has continued to grow since then and continues today.

### THE FUTURE

October 31, 2004, Kelly lost her 8-year battle with breast cancer, a battle she faced head on and meanwhile enlisting a great group of volunteers to carry her dreams forward. Kelly dreamed that the charity would grow and hopefully, one day, have a chapter in each province. This dream continues to grow as the second chapter opened in Quebec. The first Quebec event took place in March 2006. Since losing Kelly, the Board of Director's continues to carry Kelly's Dreams and Legacy forward! Over the past years, the charity has helped women with all kinds of tasks and purchases – anything from arranging for home care, child counselling, prosthetics, wigs, hats, and emotional support. Thanks very much for helping our cause and making the battle against Cancer an easier one to fight. Together we can make a difference!

In loving memory of an extraordinary women who was determined to make the fight against breast cancer less challenging for others. Kelly wanted us to celebrate her life and we continue to do that through her dreams – Although she is gone, she is not forgotten.



## **WHAT WE DO AND WHY?**

There are many, many worthwhile events and organizations raising money in the name of cancer research, with the CIBC Run for the Cure and the Terry Fox Run being the most notable. The Snow Run is different. The Snow Run was formed out of a passion for snowmobiling, and an equal passion for helping women who truly needed help in a time of need. Through personal experience, the charity realized that battling for your life is a very tough challenge, with physical, emotional, mental and financial battles to overcome. In realizing this, we decided we wanted to help these women diagnosed with breast cancer in their fight. We help them purchase items that health insurance programs do not cover. Through the Charity and fundraising event we also strive to raise awareness for early detection and prevention of the disease.

Although the charity helps women year-round, the primary fund-raising event (a woman only snowmobile run) is held the first Saturday of every February with the location changing on a regular basis. The changing location is part of the charity's goal of spreading the word about breast cancer, as well as the charity organizations available for those undergoing treatment.

In March 2006 Director, Isabelle Dusastre, took on the role of forming a Chapter of the event and Charity in Quebec called the Randonnee des Neiges de Kelly Shires contre le cancer du sein.

## **Moving Forward**

Since its inception, The Snow Run Trust Fund has helped many women that all have their own unique individual situations. The money raised has assisted with the purchase of prosthetic breasts, special bras, wigs, hats, prescriptions, and many other items that relate directly to breast cancer. Contributions are also made to cancer centers across the country to help assist with their breast cancer programs. ---- The Kelly Shires Breast Cancer Snow Run has come a long way in a very short time. The Snow Run is poised to start running throughout Canada, with representatives in other provinces to develop 'Chapters'.

## **What happens with the Funds?**

All money raised by the charity is put in trust. Men & women make formal applications to the charity with their financial requests. Applications can be made on-line at [WWW.BREASTCANCERSNOWRUN.ORG](http://WWW.BREASTCANCERSNOWRUN.ORG) or by calling 1-877-436-6467. The requests are put before a council and approved, if applicable. We also donate money to cancer centers in hospitals to help aid breast cancer programs.