

FOR IMMEDIATE RELEASE

Thursday, August 11, 2011

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## RIDE KICKS OFF WITH BBQ HOSTED BY LIONS ON FRIDAY

# TRAIL RIDE FOR CANCER STARTS SAT IN ROCKIES

**Only two days until** the start of the third annual Wild Pink Yonder trail ride to raise money for breast cancer research!

"Tomorrow is the big travel day," says Trail Boss Jane Hurl from her ranch near Lamont, AB. "We (The Hole in the Head Gang) have to move horses, trailers, tack, food, water, trucks and volunteers from Lamont to the Crowsnest Pass."

"Oh and don't forget we're also moving **Pinky's Dry Goods Store**, too! Folks can help us raise money for breast cancer research by buying horse collars, jewelry or even Wild Pink Yonder halters for your horse".

The 3<sup>rd</sup> Annual **Wild Pink Yonder** trail ride is an annual trek across Alberta by horse and wagon - 22 days, 345 miles and 23 towns.

"On Friday, August 12<sup>th</sup> we kick off with a steak dinner and country dance hosted by the **Lions Club of Coleman** in the Crowsnest Pass," says Hurl.

### **RIDE DETAILS ATTACHED.**

In 2009, The Wild Pink Yonder Society proudly donated \$55,650 to breast cancer research and in 2010 they presented a cheque for \$75,112 to the **Alberta Cancer Foundation**.

"This year? A hundred thousand dollars or bust!" beams "Trail Boss" Jane Hurl.

"We've always said that we're going to *ride breast cancer into the ground*," says Hurl. "Our riders have taken that motto to heart. They only have to raise \$200 each for every day that they ride and most of them raise more."

For details, to register to ride or to donate, visit [www.WildPinkYonder.com](http://www.WildPinkYonder.com).

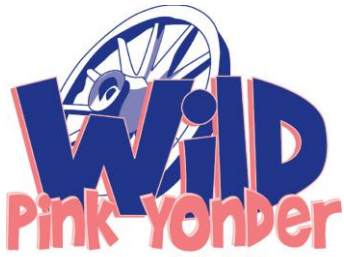
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## Wild Pink Yonder Ride 2011

The ride begins on Saturday, August 13<sup>th</sup> departing from Crowsnest Pass (exact location TBA) and riding through the local mountains.

Same schedule for Sunday.

Specific ride details will be announced.

Friday, August 12	Crowsnest Pass	<b>Kick Off BBQ-Dance</b>
<b>Saturday, August 13</b>	<b>Crowsnest Pass</b>	<b>Ride begins – Sat nite “Fandango” (party)</b>
Sunday, August 14	Crowsnest Pass	continue riding Crowsnest Pass
Monday, August 15	Crowsnest Pass	to Castle River Rodeo Grounds
Tuesday, August 16	Castle River	to TBA
Wednesday, August 17	TBA	to High River
Thursday, August 18	High River	to Longview
Friday, August 19	Longview	to Black Diamond/Turner Valley
Saturday, August 20	Black Diamond/Turner Valley	to Millarville
Sunday, August 21	Millarville	to Priddis Creek Estates
Monday, August 22	Priddis Creek Estates	to Water Valley/Cremona
Tuesday, August 23	Water Valley/Cremona	to Sundre
Wednesday, August 24	Sundre	to James River Bridge
Thursday, August 25	James River Bridge	to Caroline
Friday, August 26	Caroline	to Rocky Mountain House
Saturday, August 27	Rocky Mountain House	to Alder Flats
Sunday, August 28	Alder Flats	to Breton
Monday, August 29	Breton	to Warburg
Tuesday, August 30	Warburg	to Thorsby
Wednesday, August 31	Thorsby	to Calmar
Thursday, September 1	Calmar	to Devon
Friday, September 2	Devon	to Amberlea Meadows
Saturday, September 3	Amberlea Meadows	to Fultonvale <b>Trail's End Celebration</b>

[\*\*CLICK HERE FOR LINK TO RIDE MAP\*\*](#)

*Wild Pink Yonder Charitable Society is a not-for-profit organization that raises money for breast cancer research by running a 22-day trail ride each summer.*

*Jane Hurl, the founder of Wild Pink Yonder, is a resident of Lamont County and a breast cancer survivor (though she prefers to call herself a “breast cancer warrior”).*

*One out of every nine women will face breast cancer in her lifetime; one in 27 will die from it. Jane wants to change that ... before she has granddaughters.*

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