

FOR IMMEDIATE RELEASE:



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Area Associations combine efforts in creating 2 important messages on Saturday August 18th. Breast Cancer awareness and recreational atv riding joins together to support a family fun day and a cause many are touched by.

The Lewis County ATV Association has joined together with the Lewis County Chamber Association to bring a great day of four wheel riding to The Lewis County trail system while creating awareness for breast cancer and supporting local businesses at the same time.

Wow, a lot going on in just one day, but these groups are on a mission! One to provide economic support to many local establishments as participants will make their way to more than 15 participating county businesses by teaming with the Pink Ribbon Riders to create breast cancer awareness to both men and women. The Pink Ribbon Riders are known for raising money for those in need while spreading awareness, that this is not just a female disease. ***"There is no discrimination in cancer, let alone breast cancer, but more a misconception for the guys" replies Steve Castor, Representative of PRR, and Watertown resident.***

The Lewis County ATV Association and the Lewis County Chamber had received approval to host 5 events this summer that will benefit the local community with tourism and organized fun for atv riders. The two associations have chosen organizations or causes to have the proceeds from the events benefit. These events prove to be a winning cause for all of those involved. All events are volunteer based.

Come and join the fun on Saturday August 18th for an ATV benefit ride. The event is open to riders and families of all ages.

Registration check in locations are: Timberview Lodge in Turin, Tugger's in Barnes Corners and Pine Tree Inn, in Brantingham from 9am to 11am.

There are multiple stops for the participants, all should return to Timberview Lodge from 3pm to 5pm. They will be greeted by music from a local performer and door prizes for participants will be drawn from 3:15pm to 6pm. With overall prizes being awarded at 6pm.

For more information in participating or sponsoring the event:
www.pinkribbonriders.com or call the Lewis County Chamber at (315) 376-2213.

Sponsors of the event:



Pink Ribbon Rider Mission: The mission of the Pink Ribbon Riders (PRR) is to promote awareness of breast cancer in the motor sports industry for both men and women while raising funds for those in need. In combining these two goals for our organization we hope to bring people in the community closer as this disease does not only affect those diagnosed but also those who love them.