

THE PINK RIDE



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TRAIL RIDE FOR A CURE

*Horses are strength and beauty;
that is why women and horses are such a great match.
The goal of a few concerned horse women and friends is to lead 100 on horseback
in The Pink Ride on September 13th, 2008, to raise funds to fight for a cure -
a cure for cancers that affect women.*

A beloved Rome area nurse and mother who died August 6th, 2007 after a 5 year battle with breast cancer, was the inspiration to spur a Rome area event to raise money specifically for research money to find cures for cancers that affect women. The event was The Pink Ride. The ride was held on October 6th, 2007 and originated at the Western Saddle Club grounds in Rome, treating riders to the scenic Berry College wildlife refuge. The effort was showered with the support of many volunteers. Area businesses, healthcare organizations and private donations supported our event. Health organizations provided educational booths and the day ended with a barbecue and band entertainment.

The Pink Ride was considered a great success by all involved. Donations continued to trickle in and we raised over \$8000 for our 2007 efforts. The proceeds were donated as part of the Pink Ride event, to the Mary Kay Ash Charitable Foundation. **The success and community interest in this event has spurred our commitment to make The Pink Ride an annual Rome area event.**

Your support in our event is key to our success, we are asking for funds or gifts in kind. Our goal is to double the funds raised in 2007, to \$16,000 for 2008. The Pink Ride is scheduled for September 13th, 2008. We will again ride the beautiful Berry Wildlife area. Jim Dunham and Doc Stovall from the Booth Western Art Museum, Cartersville, Georgia will provide western gun slinging, roping and cowboy stories and song in the afternoon, Coleen Pridemore will perform a "Demonstration of Dressage", along with some other attractions of community interest.

We will again earmark our proceeds to fight women's cancers through the Mary Kay Ash Charitable Foundation. A selection process determines what university or private research programs receive the grant money. An outstanding 97% of all funds raised through the Mary Kay Ash Charitable Foundation go straight to the recipients. You may go to www.mkacf.org to learn more. You may also request a brochure from your Pink Ride representative.

Our mission is not only to empower Rome area citizens to play a role globally in eradicating the suffering of countless individuals and families, but to raise awareness that our community has extensive resources for cancer treatment and prevention.

Please send your message of hope to our community by making your pledge to support The Pink Ride.

Sincerely,

Melinda Gresham, Pink Ride Chairwoman
On behalf of the Committee for the Pink Ride