

## The Breast Ride Ever!

For the first time, since its debut, a new sound will be heard down at International Dragon Boat Festival located at the Waterfront Park in Tecumseh, Ontario, Canada. Now in its eighth year, The International Dragon Boat Festival has donated more than 1.3 million dollars to local benefactors, and is being



held July 9-11, 2010. In addition to paddlers racing and the roar of the crowd, there will be a sea of men and women in leather. They will be mounting their motorcycles on Saturday, July 10, 2010 to participate in the first annual The Breast Ride Ever. The ride was founded by Anne M. Campeau and Nikki Krieger. They who were inspired to organize this fundraiser by the loss of their parents and other loved ones to Cancer and by their desire to raise awareness and additional funds for Breast Cancer prevention, treatment, and services for the people in the Windsor/Essex County area. We are currently looking to expand this ride to include a Cross-Canada Conga Line. Together with a small team of fellow riders, Anne

and Nikki are organizing two pre-ride registration events and The Breast Ride Ever. The Breast Ride Ever is a four hour tour through Windsor/Essex County which will include a stop for lunch at Meadows by the Lake in Colchester, a scenic drive along the water, and a stop for ice cream at the Dairy Freeze in Northridge. The ride participants will return to the International Dragon Boat Festival site and receive on-site parking as well as admission into the live music entertainment, featuring Juno Award winner, Blues Artist Rita Chiarelli.

On Wednesday, May 12, 2010 The Spitfire & Firkin (Tecumseh) will host the Pre-ride kick off Registration Party, from 4-9pm. On Sunday, June 26, 2010 Thunder Road Harley Davidson (Windsor)

will host a pre-ride Registration BBQ Event from 11am-3pm. Participants of the Breast Ride Ever will be able to register for the ride and participate in other fundraising activities at these events.

A number of companies including Joe Rocket Canada, Thunder Road Harley Davidson, Graphix Plus, Rose City Ford, Martindale Window and Door, Spitfire and Firkin, Bedells Food Service, AM 800/CKLW, 93.9 the River, Inside Motorcycles Magazine, and Stick-On. Com, as well as The Chrome Divas, have generously provided sponsorship for this event. A number of other companies and individuals have donated door prizes and auction items. **For more information, visit: [www.thebreastrideever.com](http://www.thebreastrideever.com) or call Anne and Nikki.**

# THE BREAST RIDE EVER!



INTERNATIONAL  
**DRAGON  
BOATS**  
FOR THE CURE

**Pre-Ride Kick-Off Party:**  
Wednesday, May 12th from 4pm - 9pm  
@ The Spitfire & Firkin Pub,  
11828 Tecumseh Road East

**Pre-Registration:**  
Saturday, June 26, 2010 from 11am - 3pm  
@ Thunder Road Harley-Davidson,  
2139 Huron Church Road

**Event:**  
Saturday, July 10 - check-in from 9:30am - 11:30am

Ride leaves immediately following the Rose Ceremony.

We ride rain or shine, and all bikes are welcome!

**For Sponsorship Information, Please Contact:**  
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[nikki@thebreastrideever.com](mailto:nikki@thebreastrideever.com)

First 50 paid  
registrations  
receive a  
special gift!

“We ride for the ones we love, we ride for the ones we’ve lost.”

[www.thebreastrideever.com](http://www.thebreastrideever.com)