

Press Release for 2012 Snow A Rama®

The Pasadena Lion's Snow A Rama Committee and Easter Seals Newfoundland and Labrador are currently making preparations for the 27th Annual ride in the benefit of the physically disabled or physically challenged children of western Newfoundland. This year's ride will be held on Saturday, March 3rd.

The Annual snowmobile ride was probably the first organized charity ride in Newfoundland and probably the first east of Quebec and is certainly one of the longest running in Canada.

This year the ride originates at the Pasadena Lions Club, travels on the groom trail to Fun Land Resort to The Jack Ladder at Big Bond Bay Pond and return back to the Lion's Club. Prior to the ride, potential riders seek sponsors in order to raise money for the cause. A participant must secure a minimum of \$50.00 in donations in order to participate. We expect in excess of 100 riders.

The Pasadena Snow A Rama has been a success for over 26 years. To date the Annual snowmobile ride has raised in excess of **\$370,000.00** since its beginning in 1986. The success of this event is possible due to the generosity of the many community minded businesses and individuals within our area. Without the support of companies such as the Pasadena Food land, the Coleman Food Stores and Dominion, who donate all the necessary ingredients for the moose soup, moose burgers, breakfast and other compliments?

Other sponsors such as local snowmobile companies including Twin Peaks, Artic Cat, Good Buddy Sports, Rapid Power Sports, Rugged Edge, Parts Center and Royal Le Page NL Realty donate products for appreciation prizes and auctions.

Registration begins at approximately 8:30 AM. Snowmobiles leave in groups of 10 to 15 sleds per group and at 10-minute intervals. There is a coffee stop planned at the Fun Land Resort in Cormack and a lunch break at the Jack Ladder near Big Bonne Bay Pond. More food and a social will be at the finish line, which is again at the Lion's Club in Pasadena. Everyone should be back at base by 5:00 PM.

Each participant is provided with a loot bag, which consists of promotional items from various businesses (caps, oil, pens coupons etc.). As an incentive for the participants to seek pledges, the top pledgers are awarded prizes. We also have ticket sales and silent and live auctions. All prizes are donated from local businesses. The event is capped of with a few words from special guests followed with live entertainment and dance compliments of local entertainers.

The ride is a family safety first- orientated ride with well-qualified leaders. Uniformed RNC and the RCMP patrol the run and there are no ponds or lake crossings..

Riders come from all parts of the province including St Johns, St Anthony and Labrador. We also have riders consistently participating from Nova Scotia.

Money raised is presented directly to Easter Seals Newfoundland & Labrador to assist them in running the many programs for the physically challenged children. Money is used for special camp activities, buying equipment such as wheel chairs, specialized computers, lift for vehicles, and modifying sport programs to make them fully accessible to children with disabilities. With our help Easter Seals has a full time employee located in Corner Brook and has a new facility leased where children and their parents can congregate and socialize.

Much facilities and equipment are located on the East Coast and in the St Johns area but little is available here on the West Coast of Newfoundland. That is why this ride continues. Like the battery rabbit-we just keep on going and going. Many of our participants and organizers have been with us since day one, and are still very active in the cause.

Last year Easter Seals identified a much-needed series of specialized gym equipment. The first of a series of equipment has already been donated to the YMCA. We aim to raise sufficient funds to purchase more specialized equipment for the YMCA.

The Pasadena Snow A Rama is the original charity snowmobile run. It is the best-organized and **funnest** snowmobile ride in Newfoundland and Labrador and it is for a great cause.

Pledge sheets can be obtained at the nearest out door store or by calling Wayne at 686 5575, George at 686 2555 or Clarence at 686 5466. You may also find more info on face book and by contacting the Pasadena Lions Club, Easter Seals or the Newfoundland Snowmobile Federation.

Wayne Smith--- 2012 Chairperson