

# *NEWS* from the



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## **2006 RODEO ASKS, “ARE YOU TOUGH ENOUGH TO WEAR PINK?”**

SALINAS – Are you tough enough to wear pink? That’s the question the California Rodeo is asking its fans as it launches the “Tough To Wear Pink (TETWP)” initiative for the 2006 California Rodeo, July 20-23, 2006.

TETWP is the brainchild of Terry Wheatley, a breast cancer survivor, and Karl Stressman, Director of Special Events for Wrangler. This year-long, western-industry-wide fundraiser to raise awareness and funds for breast cancer research kicked off at the Wrangler National Finals Rodeo in Las Vegas on December 10, 2005. While pink is not typically associated with rough and rugged cowboys and cowgirls, the competitors, rodeo clowns, announcers, flag girls, sponsors and many fans within the sell-out audience of almost 18,000 were decked out in pink to show support. Proceeds from Wrangler’s special edition pink western shirts, embroidered with the TETWP pink emblem, are donated to the Susan G. Koman Foundation and the Breast Cancer Research Foundation. The shirts and other products will be available at local western retailers.

Like the California Rodeo, PRCA rodeos across the country have taken up the TETWP initiative at the local level. Friday, July 21, 2006 has been designated as California Rodeo’s Tough Enough To Wear Pink night. Fans tough enough to wear pink on Friday may enter a drawing for great prizes, TETWP shirts, caps and bracelets will be available for sale with proceeds benefiting **Breast Cancer Action Group of the Monterey Peninsula** along with a portion of Friday night’s ticket sales. Rodeo contestants are also encouraged to wear pink during Friday night’s competition.

The California Rodeo Association chose Breast Cancer Action Group of the Monterey Peninsula (BCAG) as it's fundraising recipient at the local level. Breast Cancer Action Group of the Monterey Peninsula is a small, non-profit, community-based service provider. BCAG gives assistance in the form of Special Needs Grants for women with breast cancer who are unable to meet the costs of medical care or basic living expenses. Contact information for Breast Cancer Action Group: Nan Borreson, (831) 649-6365.

Tickets for the 96<sup>th</sup> California Rodeo are available on-line at [carodeo.com](http://carodeo.com). The Rodeo box office at the Salinas Sports Complex opens April 3, 2006. For tickets and information on TETWP, call (831) 775-3100 or [info@carodeo.com](mailto:info@carodeo.com).