



CLEAR CHANNEL RADIO

“Tough Enough to Wear Pink” Drive Thru

Hip Hip Hooray! What a successful Breast Cancer Awareness Day in Bismarck-Mandan, North Dakota! Clear Channel Radio Stations, Cloverdale, Pepsi, Old Dutch and Master Bread drew awareness to the day and its message on Wednesday, June 28 by serving lunch drive through style during the “Tough Enough to Wear Pink” Drive Thru. Clear Channel Radio personalities, First Lady Mikey Hoeven, American Cancer Society Relay for Life Ambassadors, Mandan Rodeo Queens and other local Celebrities raised over \$1,300 dollars by serving over 400 meals “drive thru” style and raised an additional \$1,500 dollars by selling raffle tickets for Twin City Implement’s “Tough Enough to Drive Pink” tractor and Breast Cancer Awareness pink ribbon magnets.

Money raised from the event was awarded to the Mandan Rodeo Days committee and American Cancer Society on Clear Channel Radio night at the Mandan Rodeo on Monday, July 3 which also was “Tough Enough to Wear Pink” night. The funds will support the Reach to Recovery and the Look Good...Feel Better programs in the Bismarck-Mandan community.

“Tough Enough to Wear Pink” was started by Terry Wheatley, a breast cancer survivor and Karl Stressman, Director of Special Events for Wrangler. Wrangler is selling “pink” merchandise with proceeds going to the Susan G. Koman Foundation and Breast Cancer Research Foundation. PRCA rodeos across the US are participating by sponsoring “pink” nights at their rodeos that allow fans to wear their pink merchandise in support of Breast Cancer Awareness.

Contact Genia Kelley, Promotions Director for Clear Channel Radio stations, at 333-0338 for questions and/or information.

