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## **The Western Industry Unites to Get “Tough” on Breast Cancer**

*Wrangler National Finals Rodeo kicks off 2006 fundraising initiative for breast cancer research*

**LAS VEGAS (Dec. 10, 2005)** – Are you tough enough to wear pink? That is the question the western industry asked consumers as it launched the Tough Enough to Wear Pink (TETWP) initiative at the 2005 Wrangler National Finals Rodeo (Wrangler NFR), the world’s richest and most prestigious rodeo, in Las Vegas. Iconic American brands and Wrangler NFR sponsors including PRCA, Coors, Dodge, Justin Boots, Jack Daniel’s, Las Vegas Events, Montana Silversmiths, Professional Choice, Resistol Hats and Wrangler all joined forces in the race to raise awareness and funds for breast cancer research. And on Friday, Dec. 9, the initiative came alive as Tough Enough to Wear Pink Night turned the arena pink. Rodeo contestants competed in special-edition pink Wrangler shirts and partnering companies made monetary donations to breast cancer research for each winning performance.

While pink is not typically associated with the “Super Bowl” of professional rodeo, on this night cowboys, cowgirls, rodeo clowns, announcers, flag girls, sponsors and a sell-out audience of 18,000 were decked out in pink to show support. The reason: to kick off a year-long, western industry-wide fundraiser to raise awareness and funds for breast cancer research through Tough Enough to Wear Pink – launching in western retailers and at rodeos nationwide throughout 2006.

From Wrangler’s pink shirt and Justin’s pink boots, to Resistol’s pink hat stickers, and pink saddle pads from Professional’s Choice, TETWP partners are ponying up in support of this cause and selling pink merchandise throughout 2006 with proceeds going to breast cancer research. Focused on bringing the campaign to a wider rodeo audience in 2006, TETWP is spreading through the West like wildfire as rodeo committees nationwide are joining the cause and bringing Tough Enough to Wear Pink Nights to local rodeos nationwide and raising money for their local breast cancer foundations.

### **About the Wrangler NFR**

The Wrangler National Finals Rodeo (Wrangler NFR) is the Professional Rodeo Cowboy Association’s championship event and the world’s richest and most prestigious rodeo. Showcasing ProRodeo’s 15 top contestants in seven events, the 2005 Wrangler NFR is held Dec. 3-10 and has a record \$5.2 million in prize money, as well as more than \$1.6 million in livestock bonuses. One of the toughest tickets in sports to obtain, the Wrangler NFR has had sold out attendance for nearly 16 years, setting an overall, 10-day attendance record of 176,625 last year. For the first time in the event’s 47-year history, television coverage of the Wrangler NFR on ESPN and ESPN2 includes four live performances, along with ten straight days of same-day coverage. The national championship of the Professional Rodeo Cowboys Association (PRCA), the 2005 Wrangler NFR is celebrating the 21<sup>st</sup> anniversary of its move to Las Vegas. At the conclusion of the Wrangler NFR, the sport’s nine World Champions are announced; they are determined by official seasonal earnings. For more information and the complete TV schedule, check [prorodeo.com](http://prorodeo.com).

About Tough Enough to Wear Pink (TETWP)

TETWP is the brainchild of Terry Wheatley, a breast cancer survivor, and Karl Stressman, Director of Special Events for Wrangler. Explains Wheatley, “Breast cancer has touched us personally. Last year we put our heads together to think of a way we could make a difference and TETWP was born. We weren’t sure if we could convince the cowboys to wear pink but, yes, they *are* tough enough!” exclaims Wheatley. “The rodeo community is always ready to reach out to those in need, and supporting the fight against breast cancer is no exception,” says Wheatley.

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