

TOUGH ENOUGH TO WEAR PINK DAY

Toughenoughtowearpink.com

Sunday, September 4, 2016

Contestants and spectators are encouraged to wear pink to the fair on Sunday, September 4th to support Local Breast Cancer Awareness Research. The Local Team Roping, Local Kids Dummy Roping, Local Saddle Roping and Local Champion of Champions Roping which is held in the Gold Bowl Arena are the featured events for the day. The evening will feature the Rodeo. The fair is excited to have the Arena filled with a sea of PINK, to show our community support.

CONTESTANTS must still abide by horseshow Dress Code, long sleeve shirts only.

Are you Tough Enough to Wear Pink?

Tough Enough to Wear Pink (TETWP) was created by entrepreneur and breast cancer survivor Terry Wheatly of Hughson, California to bring the sport of professional rodeo and western community together to rally against breast cancer. Since its inception in 2004, TETWP has empowered rodeos and western events in the U.S. and Canada to focus attention on the need for a cure and has raised over 7.5 million dollars for research.

In 2004 “It seemed as if everyone I knew was affected” recalls Terry. “I felt a very strong need to somehow take action”. Terry realized from her own situation that early diagnosis and treatment was key to a successful outcome. She toyed with some ideas to rally the rodeo and western community to get that message across. And then the big one hit. What if, on one night of rodeo’s greatest spectacle, the competitors could be convinced to wear pink shirts? Not a color normally associated with rugged events such as bull riding and steer wrestling, but that was the point. That was how to make a statement. Broadcast on national television, no less. Would they be Tough Enough to Wear Pink? That question was answered once and for all as the competitors and spectators turned the Thomas & Mack Arena into a sea of pink that night. To the thrill of Terry, Karl and everybody who helped make it happen, one after another pink-shirted cowboys and cowgirls galloped into the arena sporting the color of breast cancer awareness. The campaign received plenty of media attention, spreading the work even further.

