



*Thank you for your interest in the western industry's **Tough Enough To Wear Pink?**[™] breast cancer awareness and fundraising initiative.*

What Is It? The Western Industry has joined together to raise awareness and funds for the fight against breast cancer. The campaign is titled: **Tough Enough To Wear Pink?** • The color pink is not something you would associate with the tough sport of rodeo; however, breast cancer has touched the lives of many rodeo and western lifestyle families and the **Tough Enough To Wear Pink?** partners want to put this important health issue top-of-mind at rodeos and western events across America and Canada.

Rodeo committees, western event producers and western manufacturers have gotten behind this campaign and the momentum continues to build. Record amounts of money have been raised in support of breast cancer research and awareness in behalf of the western industry.

How You Can Get Involved To be an approved **Tough Enough To Wear Pink?** event, we need to send you an approval to use the trademark in your fundraising efforts. We ask that you, at the end of your event, let us know how much money was raised for your breast cancer charity for our public relations efforts. We also ask that you purchase a minimum of \$250 of **TETWP** merchandise from the website for your fundraising efforts. • Our hope is to announce a collective western industry fundraising amount after the 2007 Wrangler National Finals rodeo.

Posted on our website www.toughenoughtowearpink.com are ideas on how you can host a **TETWP** event from other successful groups. Just click on the Rodeo Committee section under "Get Involved". We will continue to post successful event results and ideas as they become available.

Rodeo committee pink shirts are available for purchase at a reduced price from the Rodeo Department at Wrangler. Attached is the ordering information.

Every rodeo and western event is handling their participation differently. Some are generating funds for their local breast cancer groups—others are making contributions to the national breast cancer organizations listed on our website. The decision is yours.

Information It will be the small efforts of many that make this campaign successful. If you have additional questions after checking out the website, please give us a call. Again, thank you so much for your interest.

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"Tough Enough To Wear Pink" is a licensed trademark for the initiative. In order to maintain the integrity of the campaign and garner maximum public relations for the western industry, prior to using the tagline in your promotion, please obtain trademark usage permission by contacting: katie@toughenoughtowearpink.com.