



CLOVERDALE RODEO GETS 'TOUGH' ON BREAST CANCER

For Immediate Release

Surrey, B.C.: Are *you* tough enough to wear pink? That's the question that organizers of the 2006 Cloverdale Rodeo and Country Fair are going to be asking participants, staff and guests attending this year's opening night rodeo event on Friday, May 19th.

The Cloverdale Rodeo will be the first pro rodeo in Canada to participate in the **Tough Enough To Wear Pink** international fundraising event. In partnership with the Crystal Gala Foundation and Wrangler Jeans, rodeo participants and Cloverdale staff and volunteers will proudly wear pink in support of those whose lives have been affected by breast cancer.

"This is an incredible cause that we are proud to be associated with," says Rodeo Chair Penny Smythe. *"While pink is not typically associated with rough and rugged cowboys and cowgirls, we expect that the May 19th competitors, announcers, sponsors and many fans will be decked out in pink to show support."*

As a special promotion, receive a free voucher for the May 19th rodeo when you purchase a Wrangler product at participating lower mainland Marks Work Wear House, Country West Supply, and Stampede Tack & Western Wear stores. With that you'll also receive a complimentary seat cushion for the rodeo.

Select businesses throughout Surrey will have pink wristbands available to purchase by donation. The proceeds from the sale of these, as well as proceeds from the Friday night rodeo performance will be donated to the Crystal Gala Foundation.

"We salute the incredible work the Crystal Gala Foundation has done helping Fraser Valley families cope with this disease," says Smythe.

Over the past four years the Crystal Gala has raised over \$206,000 for breast cancer. Together with the Fraser Valley branch of the Canadian Breast Cancer Foundation, a dedicated team of women have been putting the dollars raised toward awareness programs, early diagnosis and effective treatments, as well as specialized equipment in local hospitals.

For more information on the 2006 Cloverdale Rodeo and Country Fair and the Tough Enough to Wear Pink fundraising event visit: www.cloverdalerodeo.com.

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Reference

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