



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 2007 Cloverdale Rodeo and Country Fair are going to be asking participants, staff and guests who attend this year's opening night rodeo event on Friday, May 18th.

The Cloverdale Rodeo has been supporting Breast Cancer since 2006 and is recognized as Canada's first professional rodeo to participate in the **Tough Enough To Wear Pink** international fundraising event. Once again, this year's Rodeo will partner with the Crystal Gala Foundation and Wrangler Jeans to encourage rodeo participants, Cloverdale staff and volunteers to proudly wear pink in support of those whose lives have been affected by breast cancer. Over \$3,000 was raised in 2006, leaving the organizers optimistic about raising over \$5,000 this year.

"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 18th competitors, announcers, sponsors and many fans will be decked out in pink to show support."*

As a special promotion, you will receive a free ticket for the May 18th rodeo when you purchase a Wrangler product at participating lower mainland retail stores, including: Mark's Work Wearhouse, Country West Supply, Bates Tack Shop and Stampede Tack & Western Wear. These retail outlets and others throughout the city of Surrey, will offer commemorative special-edition pink Watson gloves for purchase by donation, with all proceeds going 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 Foundation has raised over \$210,000 for breast cancer. The Crystal Gala Foundation, in collaboration with the Fraser Valley branch of the Canadian Breast Cancer Foundation, has used these donations to fund awareness programs, early diagnosis, effective treatments and specialized equipment for local hospitals.

For more information on the 2007 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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