



## 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 19<sup>th</sup>.

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 19<sup>th</sup> competitors, announcers, flag girls, sponsors and many fans will be decked out in pink to show support."*

As a special promotion, receive a free May 19<sup>th</sup> rodeo performance ticket when you purchase a Wrangler product at participating lower mainland Marks Work Wear House, Country West Supply, and Stampede Tack & Western Wear stores.

The Cloverdale Rodeo will also make a donation to the Crystal Gala Foundation of monies raised during the May 19<sup>th</sup> rodeo performance 50/50 draw.

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

Over the past 4 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](http://www.cloverdalerodeo.com).

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### Reference

Laura Ballance  
Cloverdale Rodeo and Country Fair  
604-684-3170  
604-771-5176 cell  
[laura@cloverdalerodeo.com](mailto:laura@cloverdalerodeo.com)

Debra Walley  
Cloverdale Rodeo and Country Fair  
604-684-3170  
604-727-2954 cell  
[deb@curvecommunications.com](mailto:deb@curvecommunications.com)