



FOR IMMEDIATE RELEASE

## **Ellensburg Rodeo's Tough Enough to Wear Pink celebrates 10 years**

ELLENSBURG, Wash. — The sky at the Ellensburg Rodeo will be filled with pink balloons as Tough Enough to Wear Pink celebrates its 10<sup>th</sup> year of raising money for cancer research on Sunday, Sept. 6.

Cowboys, cowgirls and fans are all encouraged to wear pink to raise awareness of breast cancer. Donations are used to provide free mammogram screenings in the county on Oct. 20 through the Kittitas Valley Health Foundation.

For every \$300 raised, the hospital can provide a free mammogram screening, said KVH Foundation President Connie Dunnington in a release. Ellensburg has raised \$85,455 over the last nine years.

Dunnington, a life-long Ellensburg resident, wants women to know the importance of regular mammograms and believes this is a wonderful way to do that, she said in a release. Both of her daughters were in the Rodeo Royal Court.

Breast cancer survivor Terry Wheatley created Tough Enough to Wear Pink in 2004 in an effort to rally the sport of professional rodeo and the community together against breast cancer. The campaign has raised over \$12 million for breast cancer charities. Wheatley is a rodeo wife and mother and is the owner and operator of a wine company in Napa Valley.

Volunteers will be selling beads and taking donations around the fair and will be selling Tough Enough to Wear Pink merchandise at a booth in the Western Village.

“This is a fun and easy way to join the fight against cancer,” Dunnington said.

### **ABOUT THE ELLENSBURG RODEO:**

*This year's rodeo runs from September 4 - 7, 2015. More information about its many competitions and events can be found online at [www.ellensburgrodeo.com](http://www.ellensburgrodeo.com).*

*The Ellensburg Rodeo is one of the “old rodeos” and has earned its place as one of America's Top 10 professional rodeos. The Ellensburg Rodeo hosts the World Finale of PRCA's Xtreme Bulls Tour. Started in 1923 with the same volunteer spirit that still “fuels the fire” of today's volunteers, the rodeo has grown from a local competition among ranch hands to the Professional event of today with over 600 contestants and prize money in excess of \$400,000!*

*Ellensburg Rodeo media contact: Bob Crowe – (509) 856-6572 – [bobcrowe50@gmail.com](mailto:bobcrowe50@gmail.com)*