

## Events



### Are cowboys Tough Enough to Wear Pink?

You bet! Cowboys, cowgirls and fans wear pink on Sunday, Feb. 22 to support breast cancer awareness. And, the Tucson Rodeo Committee pledges \$10,000 of the day's proceeds to the Southern Arizona Susan G. Komen Foundation.

Visit the Komen Foundation booth at the Tucson Rodeo Grounds to meet cancer survivors and learn about breast cancer prevention and treatment programs.

### Tough Enough to Wear Pink Day at the Tucson Rodeo

**Sunday, Feb. 22** – Tucson Rodeo Grounds

Gates open at 11 a.m., rodeo activities begin at 12:30 p.m.

### About Tough Enough To Wear Pink?™ (TETWP™)

TETWP™ was created by entrepreneur and breast cancer survivor Terry Wheatley to bring the sport of professional rodeo and the entire western community together to rally against breast cancer. Since its inception in 2004, TETWP™ has empowered rodeos in the U.S. and Canada to focus attention on the need for a cure and raised over \$2 million dollars for breast cancer charities, much of which stays right in the community. The grassroots movement has inspired other sports communities to mount their own TETWP™ campaigns, spreading a message of hope and support that reaches beyond the rodeo arena to competitors, families and fans across America. For more information on how to help, visit [www.toughenoughtowearpink.com](http://www.toughenoughtowearpink.com).

Susan G. Komen for the Cure Web site: [www.komensaz.org](http://www.komensaz.org)