

“Tough Enough to Wear Pink” Initiative Raises Record Funds

The campaign aimed at equestrians raised \$2.5 Million for the Fight Against Breast Cancer.

12-19-2007

Over the past year, the Tough Enough to Wear Pink™ (TETWP) initiative once again inspired cowboys, cowgirls, retailers, manufacturers and rodeos nationwide to raise awareness and a record-breaking amount of money for breast cancer research. At the 49th annual Wrangler® National Finals Rodeo, Dec. 6 - 15, the year's efforts were celebrated as the iconic American brand presented a check for \$2.5 million to TETWP™.

Accepted by TETWP™ founder Terry Wheatley, the check — more than double the funds raised in 2006 — will support research, awareness, education, screening and treatment of breast cancer for the millions of Americans affected by the disease.

With the help of the Wrangler® brand, the campaign maintained the resources of dozens of veteran TETWP™ supporters in 2007 while also extending the roster to new industry sponsors, retailers and campaign advocates. Each year, the initiative continues to spread. In 2007, a record level of participation was generated as more than 250 rodeos in the U.S. and Canada hosted myriad local TETWP™ nights and raised money for their local breast cancer causes.

For information on how to help TETWP™, visit www.wrangler.com or www.toughenoughtowearpink.com.