



Tough Enough to Wear Pink Background Release

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Are you Tough Enough to Wear Pink?

Tough Enough to Wear Pink was created by entrepreneur and breast cancer survivor Terry Wheatley to bring the sport of professional rodeo and the western community together to rally against breast cancer. Since its inception in 2004, TETWP has empowered rodeos and western events in the U.S. and Canada to focus attention on the need for a cure. To date, the campaign has raised \$5 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.

How it all began.

In 2004, Terry was looking forward to attending the Wrangler National Finals Rodeo in Las Vegas as she had for many years. Her son Wade Wheatley was a consistent WNFR finalist in team roping (header) and her husband Jim had been a six-time WNFR team roping qualifier himself. Terry was a senior executive at a major wine company sponsoring the WNFR telecast.

But Terry had recently undergone breast cancer surgery and, although things looked positive, it was on her mind. She had lost her grandmother to breast cancer, her mother had a double mastectomy before the age of 40 and her daughter Katie had undergone two surgical biopsies before the age of 20. What's more, Karl Stressman, Director of Special Events for Wrangler at the time and her close business associate, was dealing with its devastating impact, as his wife Val had struggled with the disease.

“It seemed as if everyone I knew was affected” recalls Terry. “I felt a very strong need to somehow take action.”

Terry realized from her own situation that early diagnosis and treatment was key to a successful outcome. She toyed with some ideas to rally the rodeo and western community to get that message across. And then the big one hit. What if, on one night of rodeo’s greatest spectacle, the competitors could be convinced to wear pink shirts? Not a color normally associated with rugged events such as bull riding and steer wrestling, but that was the point. That was how to make a statement. Broadcast on national television, no less. All she had to do was make it happen. In three weeks.

Rodeo world to the rescue.

Finding pink cowboy shirts proved to be the next challenge. Enter Karl Stressman and Wrangler who just happened to have pink shirts in production for the spring, 2005 line. Problem was they weren’t scheduled to be delivered until the new year. With a few strategically placed phone calls, Karl arranged a special rush production of 200 shirts to be air-freighted directly to Las Vegas just in time for the rodeo.

Terry needed to get the challenge out to the cowboys – and fast. The Professional Rodeo Cowboy’s Association (PRCA) jumped in to help, disseminating information about the pink shirt campaign to the finalists. Son Wade his part too, spreading the word to his fellow cowboys and cowgirls.

“I gladly accepted the challenge in support of my mom, but I sure couldn’t predict what the others would do. After all, it was a pink shirt” explained Wade.

And he might very well have been the only cowboy wearing one that night. Wade wasn’t sure – nobody was – if the world’s toughest cowboys would rally to the cause. Would they be Tough Enough to Wear Pink?

That question was answered once and for all as the competitors and spectators turned the Thomas & Mack Arena into a sea of pink that night. To the thrill of Terry, Karl and everybody who helped make it happen, one after another pink-shirted cowboys and cowgirls galloped into the arena sporting the color of breast cancer awareness. The campaign received plenty of media attention, spreading the word even further.

Bigger and better.

By 2008, hundreds of western and extreme sports events across America and Canada have supported some form of Tough Enough to Wear Pink and other breast cancer fundraising and awareness promotions. Wrangler is now the campaign's title sponsor. Additional partner support comes from Purple Cowboy Wines, Montana Silversmiths, Cowgirl Sisterhood, the PRCA, Las Vegas Events, Resistol Hats, Simba Guitars and others in the western industry.

A percentage of net profits from TETWP endorsed products supports breast cancer charities. The national TETWP campaign "charity of choice" is Breast Cancer Research Foundation – www.bcrfcure.org.

Now retired from her corporate wine position, Terry has launched her own wine company with long-time business partners and friends. One of the wines created – Purple Cowboy – supports the Tough Enough to Wear Pink campaign and is available in stores across America.

Terry's daughter Katie and Wade's wife Lacey are responsible for the day-to-day management of the Tough Enough to Wear Pink campaign as well as manage their family's western boutique in their hometown of Hughson, California. It's Tough Enough to Wear Pink central, as the Wheatley women coordinate the efforts of the western industry partners to support individual rodeo committees, western and extreme sporting events.

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In December immediately following the TETWP night at the Wrangler National Finals Rodeo the following statement was issued to the press:

THE WESTERN COMMUNITY SHOWS ITS HEART BY WEARING PINK!

The Tough Enough To Wear Pink™ Campaign to raise money and awareness for breast cancer tops \$5 million dollar mark in donations

Las Vegas, Nevada - (December 15, 2008). Tough Enough To Wear Pink Founder Terry Wheatley announced on Wednesday at the 50th Anniversary Wrangler National Finals Rodeo in Las Vegas, that the grassroots cowboy campaign to fight breast cancer has reached the \$5 million dollar fundraising mark, mostly through the efforts of regional rodeos and western across the country. The monies raised stay locally to benefit community breast cancer charities and go to national breast cancer research projects. "This is the fourth anniversary of Tough Enough to Wear Pink at the Wrangler NFR. Nobody could have imagined that together we would raise millions of dollars for the

cause,” said Terry Wheatley. A breast cancer survivor herself, Wheatley is an entrepreneur, wife and mother to professional rodeo competitors. She founded Tough Enough to Wear Pink in 2004 with Karl Stressman, former director of special events for Wrangler and now commissioner of the Professional Rodeo Cowboy Association (PCRA). Wrangler is the title sponsor of Tough Enough To Wear Pink. Katie Wheatley, Terry Wheatley’s daughter, is the director of Tough Enough to Wear Pink and coordinates with rodeos and other non-rodeo organizations to create the pink-themed fundraisers.

Top Three TETWP Rodeo Fundraisers in 2008

- 1) Fremont County Fair and Rodeo’s Big Wind Round-Up, Riverton, Wyoming -- \$65,000
- 2) Gunnison Cattlemen’s Days Rodeo, Gunnison, Colorado -- \$55,000
- 3) Black Hills Stock Show, Rapid City, South Dakota -- \$51,000

The small town of Gunnison deserves special recognition. With a population of a little more than 5,000 people, this inspirational community has raised a total of \$210,000 to date, an achievement honored by Wrangler, who presented a matching check to help Gunnison continue their fight against breast cancer.

The top non-rodeo fundraiser was the New Mexico State University Aggies who raised \$850,000 in cash and in-kind donations for Cowboys for Cancer Research and Tough Enough To Wear Pink.