

# SWOSU Students Ready for Tough Enough to Wear Pink Campaign

01.23.2009

SWOSU Tough Enough to Wear Pink Committee members include: (front from left): Kurt West, Heather Leach, Melissa Nichols, Alta Benner, Britnee Goure and Cheryl Smith. Back from left-Dr. Peter Grant, Gina Sullivan, Nelson Perkins, Jessica Ward, Taylor Gilliam, Katie Helms, Myoungsun Suh, LaKesha Seals and chair Cailyn Russell. Not pictured are committee members Karen Wilson, Dana McBee, Terrica Grunewald, Natalie Jordan and Cindy Dougherty.

Are you tough enough to wear pink? That's the question several Southwestern Oklahoma State University organizations on the Weatherford campus are now asking everyone.

The SWOSU Collegiate Activities Board, the SWOSU Wellness Center, and BancFirst are selling attractive pink t-shirts that will help raise funds and awareness for cancer research.

The "Tough Enough" concept was developed by Wrangler to raise funds for cancer research by dressing fans and participants in pink at the National Finals Rodeo, held each year in Las Vegas. In cooperation with that concept, the SWOSU CAB developed a 5K run/walk that was held for the first time in 2008. Now, the group is getting ready for the 2<sup>nd</sup> annual event coming up on March 28 and is selling t-shirts to raise money for the event, according to Cailyn Russell, chair of the run.

The run begins at the SWOSU clock tower at 9 a.m. For anyone interested in walking/running the race, early registration is \$25 and registration on race day is \$35. The direct link is <http://www.signmeup.com/site/calendar/details.aspx?calendarid=29&CalendarListingId=25456>. Or, individuals can visit the website [www.signmeup.com](http://www.signmeup.com), search Oklahoma on the event calendar for Tough Enough! 5k, then click register. All runners/walkers will get a "Tough Enough" pink t-shirt free at the race. The race is USATF sanctioned, timed and certified.

"This race is a fantastic event and the shirts are awesome," Russell said. "It all helps raise money for cancer research which is a passion of mine. CAB students want to do everything we can to help it be a success this year and in the years to come. We hope to raise \$10,000."

The funds raised by CAB in the past have helped cancer victims in Custer County and western Oklahoma.

"Besides paying for treatments and research we have also purchased wigs for some, and gas cards for travel to and from treatment for others," said Cheryl Smith, American Cancer Society's western Oklahoma community manager. "It makes a difference right here at home."

Tommy Sides/Sides Screen Printing, Advanced Homecare Services, the American Cancer Society, SWOSU SGA and CAB are helping SWOSU Dean of Students Cindy

Dougherty get sponsors for the t-shirts, so all proceeds might go to the American Cancer Society. Four more corporate sponsors at \$500 are needed, according to Russell.

Dougherty said several local businesses are buying the \$10 pink t-shirts in bulk for their entire staff as a sign of support.

Later this semester, the entire SWOSU rodeo team will "go pink" in celebration of life and the fight, according to SWOSU Rodeo Coach Chad Ramirez. The efforts have not gone unnoticed. Wrangler has sent Wrangler gift certificates for the "tough enough" rodeo winners at the SWOSU Rodeo April 9-11 in Weatherford.

The annual Relay for Life will be April 24-25 in the SWOSU Wellness Center where the "Tough Enough" proceeds will be announced and handed over to Smith at that time.

The \$10 shirts can be ordered through any CAB member, the Dean of Students office (STF 214), BancFirst, SWOSU Wellness Center or from Ramirez. The shirts can also be purchased at the remaining home basketball games and at various campus activities. Sizes range from "Adult S" to "Adult 3X." Tax deductible checks should be made to the SWOSU Foundation - "Student Life Alive Fund."