

# Tough Enough To Wear Pink Day Proclaimed in Weatherford

03.23.2007

Weatherford Mayor Mike Brown has named April 13, 2007 as “Tough Enough to Wear Pink Day” for the City of Weatherford as a show of support for cancer research and Southwestern Oklahoma State University efforts related to the national Relay for Life.

“The fight against cancer and for cancer research is becoming more universal,” Brown said. “It has touched so many of us, and I know the City of Weatherford is ‘tough enough’ to help take on the fight.”

Brown was approached by the SWOSU Rodeo Team, the SWOSU Collegiate Activities Board and the SWOSU Athletic Department, which are selling the “Tough Enough to Wear Pink” official t-shirts for \$10. All proceeds go to the American Cancer Society.

The “pink” concept was developed by Wrangler to raise funds and awareness for cancer research by dressing the entire National Finals Rodeo in pink, in the stands and in the arena. SWOSU Rodeo Coach Chad Ramirez brought the idea to the SWOSU Athletic Department and Collegiate Activities Board.

On Friday night, April 13, at the SWOSU Rodeo, the entire SWOSU Rodeo will ‘go pink’ in celebration of life and the fight. Wrangler plans to send several representatives to the SWOSU Rodeo and congratulate the SWOSU students on their efforts. Extra incentive prizes will be given to all rodeo event winners who are in pink at the time of their victory.” The SWOSU Rodeo is April 12-14.

SWOSU Dean of Students Cindy Dougherty got Wrangler’s permission to use the popular idea and slogan and employed SWOSU’s Brandy the Bulldog to sell it in western Oklahoma. SWOSU Graphic Designer Kyle Wright designed the shirts “which were an instant hit on campus,” according to Heather Leach, CAB Relay for Life captain.

According to Mayor Brown, there will be 20 random gift bags delivered around Weatherford and on campus to thank those sporting the shirts at work that day, April 13.

Also at the SWOSU rodeo that evening, there will be an aerial photo taken to show “how pink we went” which will be presented to Wrangler’s chief executive officer. So far, over \$6,000 has been raised toward the goal of \$10,000.

Shirts can be purchased at BancFirst or on the SWOSU campus at: the office of the Dean of Students, Stafford 214; office of VP of Finance, Administration Building 211; and Office of the Dean of Professional and Graduate Studies, Education Building 104.

Shirts are ordered every Friday and would be available for pick up after the following Wednesday.

Sizes range from Youth M to Adult 3X. Tax deductible checks for \$10 each should be made to the SWOSU Foundation.

Tommy Sides of the SWOSU Athletic Association has helped Dean Dougherty get sponsors for the t-shirts so all proceeds go to the American Cancer Society.

Sponsors to date include Sides Screen Printing, Pharmcare, Nita's Ice House, Wrangler, Advanced Home Care Services and one anonymous individual donor.

"If your company or you would like to sponsor 'a run of shirts' the minimum sponsorship is \$500 and the shirts from then on will include your logo on the back along with our thanks," said Dean Dougherty. "Several local businesses are also buying in bulk for their entire staff as a show of support."

The annual Relay for Life will be April 27-28 in the SWOSU Wellness Center where the "Tough Enough" proceeds will be announced and handed over to American Cancer Society representatives.

"I think the American Cancer Society has done a good job increasing awareness but there is never enough," Mayor Brown said. "In the big picture for my family, we all experienced my mother's cancer and she was not a survivor. So, for us now, a big part is the research for others. We have a long way to go even though advancements are being made."

Brown said the "Tough Enough Day" is a neat idea to further the cause and the city wants to support it and the students' efforts.