



Couldn't ask for a better organization or a better group of ladies to Goalie for this weekend. They all get together to "save a rack!," "puck cancer!," "tough enough to wear pink!" Me.... I just like Boobies, so we all make a great team!! But seriously, what a reminder of how many people are effected by Breast Cancer. What Heidi Sherratt and her power house team does to bring not only awareness but real solutions to our valley is inspiring. Stay tough ladies! — Scott Faison

Second Annual Pink in the Rink Raises an Astounding \$19K!

ALL MONEY RAISED GOES TO FRIENDS OF PINK, which helps individuals who need financial assistance during their breast cancer journey. The winner of the tournament was the Zamboobies, put together by Gunnison Valley Hospital. Friends of Pink Cattlemen's Days Tough Enough To Wear Pink is here to help individuals who face financial challenges due to a breast cancer diagnosis. Friends of Pink is our patient assistance program to help individuals in the Gunnison Valley and will help pay living expenses, medical bills, and travel expenses. TETWP also can help cover expenses for mammograms, diagnostic tests, and ultrasounds if a patient is not covered by their health insurance. There is an application process to receive this assistance. Go to the TETWP website for details <http://gunnisonetetwp.com/programs/>

"TUFFY" THE TOUGH ENOUGH TO WEAR PINK TRANSPORTATION TRUCK



If you have a need for this assistance please contact Heidi at (970) 209-6332

WE ARE SO EXCITED TO PROVIDE THIS 2016 RAM 1500 TRUCK as transportation to our local breast cancer patients for their appointments around the state. Many of these patients do not have a vehicle, or one that is reliable, or they share one with the whole family that need it to get to work and school. Our rural community is 200 miles from Denver where many people are having to make multiple trips to get their medical care. Others are driving 65 miles daily to Montrose for radiation treatments. These are not easy drives going over dangerous mountain passes. Thanks to the incredible generosity of this community, this truck is here to help relieve some of the stress of leaving the valley and to help make things a little easier for our **TOUGH PINK PATIENTS!**

What Defines Our Valley — Passion, Gratitude, Love

Offering the highest level of imaging and readings in the state!

IT IS HARD TO EXPRESS INTO WORDS the emotional pride and honor I feel when reflecting over the past three years, and all that Cattlemen's Days Tough Enough To Wear Pink has accomplished. All I can say is that this is one incredible community, and this organization is truly a glimpse into the passion and love that defines Gunnison County. This community's passion and dedication is why we are honored to be the #1 Tough Enough To Wear Pink fundraiser for the past three years! The top in the nation for all TETWP campaigns out of hundreds of TETWP rodeo campaigns in much larger cities! Pretty special for our little valley!

Our vision to make this the best small-town breast cancer hospital in the U. S. is getting closer to being a reality. TETWP is partnering with Gunnison Valley Health to provide the highest level of excellence in physicians, equipment and services.

The record breaking Singer Songwriter Concert & Auction in July 2017, raised \$350,000 — tremendous and inspiring!

This success allowed TETWP to purchase a \$370,000 state of the art Hologic 3D Tomosynthesis machine, and with the addition of the renowned Radiology Imaging Associates (RIA) at GVH, our residents can now receive the best imaging and reading for mammograms in the state! This cutting-edge mammography machine is online and saving lives through early detection, especially with the over 50 % of women with dense breasts who need higher level mammogram imaging. Immediate impact and help is what TETWP is all about!

In our efforts specific to breast cancer, TETWP is helping all cancers in the valley and more. The digital ultrasound machine we purchased is being used approximately 1,200 times a year for a multitude of medical procedures unrelated to cancer.

In 2017, an Oncology Nurse Navigator was hired to help any person in the Gunnison Valley with a cancer diagnosis. This position is being funded by TETWP and GVH. Breast cancer is the largest percentage of cancers diagnosed in this community and TETWP is helping to make sure these patients are taken care of so that they can focus on getting well and not be burdened with the stress of navigating the health system on their own.

TETWP is also helping individuals through our new TETWP programs, — Tuffy The Transportation Truck, Make It A Great Day, and Friends of Pink. Financial assistance, transportation and overall wellness of our patients is one of our highest priorities.

Everyone at Cattlemen's Days Tough Enough To Wear Pink wants to extend our deepest gratitude for your support of our campaign. Without the generosity and support of you, we could not have had such a great 2017 campaign, which pushed us over the \$2 million dollar mark for the history of our organization.

Your contributions and volunteer support are making an immediate difference to our family, friends, and neighbors in the Gunnison Valley. We have a lot to celebrate but there is still a lot to do, so please continue to support TETWP and we promise we will continue to reach bigger goals to help this community!

Thank you for the honor to serve as the Executive Director for the past three years. I look forward to the next steps and accomplishing new goals!

Join the Cause and Make It A Great Day!

Heidi Sherratt Bogart



**2017 RECORD AND PASSING THE 2 MILLION DOLLARS RAISED
AND WE ARE THE #1 RODEO IN THE COUNTRY AGAIN!**



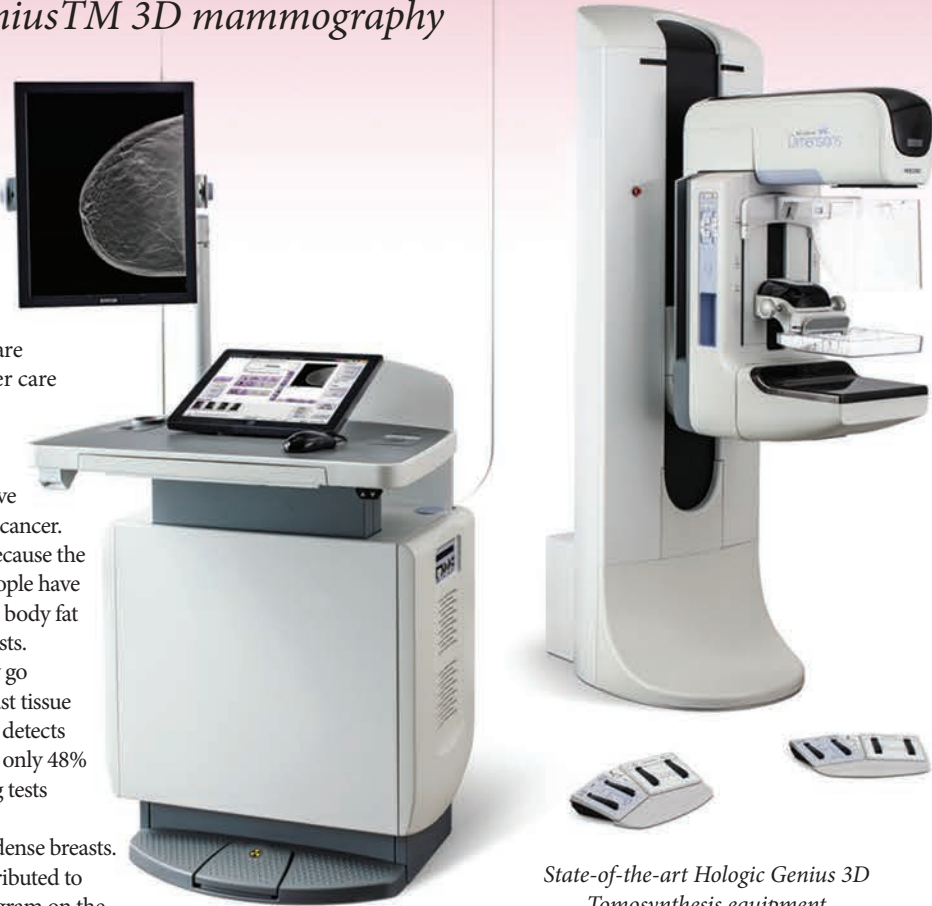
Redefining Rural Cancer Care in Gunnison County

State-of-the-art Hologic Genius™ 3D mammography

THANKS TO THE GENEROUS support of Cattlemen's Days Tough Enough To Wear Pink, Gunnison Valley Health features Hologic Genius™ 3D Mammography exams. The superior performance of 3D Mammography coupled with the radiologists behind Invision Sally Jobe means a level of care that rivals anywhere in the state, a level of care that is unheard of for rural communities. Gunnison Valley Health and Tough Enough To Wear Pink are working together to provide the best breast cancer care available anywhere in the rural United States.

Why Does Breast Density Matter?

Nationally, 40% of women over the age of 40 have dense breasts can be 6 times more likely to develop cancer. In Gunnison County this percentage is over 50% because the population here is active and the majority of the people have a lower BMI (body mass index)... meaning the less body fat you have the more likely you are to have dense breasts. Increases the chance by 50% that breast cancer may go undetected by a 2D mammogram, since dense breast tissue can mask a potential cancer. While a mammogram detects 98% of cancers in women with fatty breasts, it finds only 48% in women with the densest breasts. Other screening tests such as ultrasound or breast MRI in addition to mammography substantially increase detection in dense breasts. A substantial proportion of Breast Cancer can be attributed to high breast density alone. Go get your 3D Mammogram on the new Hologic Tomosynthesis machine at GVH!



State-of-the-art Hologic Genius 3D Tomosynthesis equipment

Breast Cancer Facts

- ★ About 1 in 8 U. S. women will develop invasive breast cancer over the course of her lifetime.
- ★ In 2017, an estimated 252,710 new cases of invasive breast cancer are expected to be diagnosed in women in the U.S., along with 63,410 new cases of non-invasive breast cancer.
- ★ About 2,470 new cases of invasive breast cancer are expected to be diagnosed in men in 2017. A man's life time risk of breast cancer is about 1 in 1,000.
- ★ For women in the U. S., breast cancer death rates are higher than those for any other cancer, besides lung cancer.
- ★ Besides skin cancer, breast cancer is the most commonly diagnosed cancer among American women.
- ★ A woman's risk of breast cancer nearly doubles if she has a first-degree relative who has been diagnosed with breast cancer. Less than 15% of women who get breast cancer have a family member diagnosed with it.
- ★ About 85% of breast cancers occur in women who have no family history of breast cancer.
- ★ Early Detection and Increased Awareness can save lives!

Make It A Great Day!

CATTELMEN'S DAYS TOUGH ENOUGH TO WEAR PINK is pleased to announce a new program called "Make It A Great Day!" which will help Gunnison Valley residents who are diagnosed with breast cancer by providing coupons for them to utilize the integrative therapy services of the WellBeing Connection.

When our good friend and TETWP volunteer extraordinaire Edie Gibson was diagnosed with breast cancer and endured a double mastectomy, we wanted to honor her by creating this program. Edie has always said "Make It A Great Day" on her voice messages and emails and we believe in sending this positive message to the community, so TETWP pledged \$3600 to get this program started.

The WellBeing Connection is a program in conjunction with Gunnison Valley Hospital and consists of practitioners, teachers, physicians, nurses, therapists, acupuncturists, nutritionists, counselors, pastors, intuitives, coaches, trainers, artists, dancers, green builders, adventure guides, etc who have come together with the intention of expanding the awareness of the array of WELLBEING support here in the Gunnison valley.

"Make It A Great Day" TETWP coupons will be provided to breast cancer patients through their health care providers or the WellBeing Connection. The many therapies offered such as reiki, massage, acupuncture, light therapy, nutrition, etc have been proven to help cancer patients stay strong mentally and physically while they are going through their surgeries and treatments. Research findings show that integrative therapies can help to boost the immune system, reduce pain and help patients stay strong

The goal of Cattlemen's Days Tough Enough To Wear Pink in conjunction with The WellBeing Connection and Gunnison Valley Health is to take excellent care of our Gunnison Valley locals in every way we can when they are diagnosed with cancer.

For more information please contact Eva Paul at (970) 648-7103 or EPaul@gvh-colorado.org, or Heidi Sherratt at (970) 209-6332.



TOUGH ENOUGH TO WEAR PINK OFFICIAL PROCLAMATION

THE BOARD OF COUNTY COMMISSIONERS FOR Gunnison County, proclaimed October 1-7 as Cattlemen's Days Tough Enough To Wear Pink Week throughout Gunnison County in recognition of the work and generosity to serve the women of our great community.



Upcoming Fundraising Events

Mark your calendars for these upcoming 2018 events!

- ★ **4TH ANNUAL MOUNTAIN HIGH MUSIC FESTIVAL**
January 10-13, 2018. MHMF proudly presents a festival like no other, featuring world-class singer/songwriters and recording artists, along with music's future hit-makers and profound performances featuring headliners Toby Keith, Jamey Johnson, Kellie Pickler, Sundance Head, and Scotty Emerick plus many others. This year's festival and live auction will once again raise money and awareness for Tough Enough To Wear Pink and the Adaptive Sports Center.
- ★ **TETWP SONGWRITER CONCERT & AUCTION** July 10, 2018
- ★ **CATTELMEN'S DAYS TETWP #1 PRCA RODEO** July 12, 2018



HERE ARE SOME NUMBERS WORTH CELEBRATING!

- ★ \$2,235,000 total fundraising to date (since 2005)
- ★ \$350,000 record-breaking fundraising in 2017
- ★ \$370,000 used in 2017 to purchase of a top-of-the-line Hologic 3D Tomosynthesis equipment
- ★ 2016 "Tuffy," the Ram Truck purchased to help breast cancer patients get to their out of town medical appointments safely and comfortably
- ★ \$15,000 to support the position of an Oncology Patient Nurse Navigator position at Gunnison Valley Health.
- ★ \$433,000 funded in mammograms, ultrasounds and biopsies since 2006
- ★ \$45,000 granted in 2016 through the Friends of Pink program to help individuals in the Gunnison Valley who were impacted financially due to a breast cancer diagnosis (lost wages, travel expenses for treatment, etc.)
- ★ \$700,000-plus has been used to purchase equipment (ultrasound, digital mammography, stereotactic biopsy) to expand breast cancer services at the hospital as part of a comprehensive strategic plan with Gunnison Valley Hospital to make this the best small town breast cancer facility in the U. S.
- ★ \$75,000 in 2015 to help purchase vacuum assisted equipment to perform ultrasound guided biopsies and stereotactic biopsies at GVH
- ★ \$141,000 in 2014 to purchase new state of the art ultrasound machine and staff training
- ★ \$13,000 gifted to Living Journeys since 2015 to support individual and group therapy programs for emotional support of breast cancer patients.
- ★ \$5,000 to start the honorary Edie Gibson "Make It A Great Day" program which will help Gunnison Valley residents who are diagnosed with breast cancer by providing coupons for them to utilize the integrative therapy services of the WellBeing Connection
- ★ \$2,000 to Casting for Recovery to send two Gunnison County Ladies to the 2016 Fly Fishing Retreat for breast cancer survivors in Redstone, CO
- ★ 2012 Purchased robes and robe warmers for mammogram patients to keep them warm during the procedures
- ★ 2010 Awarded Gunnison Valley Hospital \$75,000 to help upgrade to a digital technology platform for mammography

WE ARE SO GRATEFUL TO ALL OUR SPONSORS, DONORS, AND VOLUNTEERS FOR THIS INCREDIBLE ACHIEVEMENT — ALL MONEY RAISED WILL BE USED IN GUNNISON VALLEY TO FULFILL THE MISSION OF TETWP!



I Proudly Support Tough Enough to Wear Pink!

Dedicated to providing local funding for breast cancer awareness, prevention, education, support, breast screenings and equipment.

- ☐ I WOULD LIKE TO JOIN THE BREAST CANCER MOVEMENT IN THE VALLEY AND MAKE A GIFT OF: \$ _____
- ☐ I WOULD LIKE TO VOLUNTEER Please contact me with information I have provided below.

Name _____ ☐ Please list as anonymous

Mailing Address _____

Phone (____) _____ E-mail _____

☐ Check / Cash Enclosed ☐ Visa ☐ MasterCard ☐ Discover Credit Card # _____ Exp. _____

Signature _____

Please mail to: **Cattlemen's Days Tough Enough To Wear Pink (TETWP)** P.O. Box 1203 ★ Gunnison, Colorado 81230 or make a donation online at www.GunnisonTETWP.com ☐ Please add my name to your mailing list

This gift is: ☐ In honor of ☐ In memory of: _____

