



Third Annual *Pink in the Rink* Fundraiser

A weekend of solidarity in honoring anyone going through cancer

THERE IS SOMETHING VERY SPECIAL THAT HAPPENS when you bring together 48 local women of all ages to play ice hockey in honor and support of our local friends who are going through cancer.

The Cattlemen's Days Tough Enough to Wear Pink in the Rink fundraiser was started three years ago when a beloved coach in the hockey community was diagnosed with breast cancer. At the third annual *Pink in the Rink* this weekend, we had four incredible teams of women ranging in age from 12 to 57. Remarkably, three of the teams had mothers, daughters and sisters all playing together!

Pink in the Rink is held in October during breast cancer awareness month and all money we raise goes directly to *Friends of Pink* which provides financial assistance for individuals in the Gunnison Valley.

Statistics tell us that one in eight women will be diagnosed with breast cancer in their lifetime and we have seen it affect our hockey

community multiple times in the past few years.

This year it is impacting the Gunnison Watershed School community. A group of teachers, including our Superintendent, played in honor of one of their colleagues who was recently diagnosed.

It takes a team to support all who are facing cancer

The championship event was an action-packed match between the GVH Zamboobies and Team 47.8. The playoff went into overtime, where the Zamboobies scored the winning goal to continue as the reigning *Pink in the Rink* champions.

It was an emotional weekend full of tears and laughter and great camaraderie amongst an incredible group of women.

It takes a team to help our friends get through a cancer diagnosis and Tough Enough to Wear Pink's goal is to be an impactful part of that team to support our locals who are facing the challenge of cancer.

Thank you to ALL who made this weekend so special!

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!



MILESTONES WORTH CELEBRATING!

- ★ \$2,700,000 total funds raised for breast cancer awareness and treatment to date (since 2005)
- ★ Over \$1,120,000 has been used since 2006 to purchase equipment and expand breast cancer services at Gunnison Valley Hospital, including \$370,000 to purchase revolutionary Hologic 3D Tomosynthesis Mammography Machine in 2017
- ★ \$447,000 record-breaking TETWP fundraising in 2018
- ★ \$433,000 funded in mammograms, ultrasounds and biopsies since 2006
- ★ \$89,000 has been given by *Friends of Pink* assistance fund to individuals in the Gunnison Valley who were impacted financially due to a breast cancer diagnosis

Wrangler Teams Up With Cattlemen's TETWP

Reaching a new milestone in breast cancer awareness fundraising

WRANGLER®, THE ICONIC AMERICAN DENIM BRAND representing timeless authenticity in apparel and leading sponsor of the Professional Rodeo Cowboys Association (PRCA), announced that its partnership with Gunnison Cattlemen's Days Tough Enough to Wear Pink™ (TETWP) has reached a new milestone: \$2.7 million in local funds raised for breast cancer awareness and treatment since 2006. That year, Wrangler made an initial donation of \$230,000, matching what the event had raised in its first three years combined.

Championed by country music artist Dean Dillon and based in the center of the cool Colorado mountains, Gunnison Cattlemen's Days TETWP is the #1 rodeo fundraiser of the PRCA. Today, Wrangler is the title sponsor of both the PRCA and TETWP nationwide, as well as a Gold Buckle sponsor of Cattlemen's Days TETWP. The brand has helped raise more than \$26 million for TETWP since its inception.

At its most recent fundraising event, Cattlemen's Days TETWP raised \$360,000 to support the fight against breast cancer in its hometown. This most recent effort will generate funds for services,

medical equipment and support, continuing the community's strong momentum towards making Gunnison Valley Health the number one rural hospital for breast cancer care in the United States.

All TETWP money raised in Gunnison stays local

Nationally, one in eight women will experience breast cancer in their lifetime. In Gunnison, because of the athletic lifestyle, over 45 percent of female residents have high density breasts. Consequently, these women have a higher risk for breast cancer and need more sophisticated equipment to detect the beginning stages of breast cancer. Cattlemen's Days TETWP helps provide everything from free mammograms, transportation and food cards to financial support for leading edge technology that allows leading experts such as Stephanie K. Timothy, MD to perform complex surgeries. All of the money raised in Gunnison stays local, and a portion of proceeds from everything sold within the Wrangler Tough Enough to Wear Pink merchandise collection goes back to the campaign fund.

By Gideon Lupine, CowboyLifestyleNetwork.com, July 23, 2018

"Having a new diagnosis of cancer is incredibly stressful, especially in a rural community. Wrangler's contributions to and support of this fundraiser—year in and year out—has truly been staggering and allowed a small, local nonprofit to ease that struggle for the people and families who are closest to us."

Heidi Sherratt, Executive Director, Cattlemen's Days Tough Enough to Wear Pink



WE ARE THE #1 TETWP RODEO IN THE COUNTRY — AGAIN!



Meet Our Patient Vehicles “Tuffy” & “Bucky”

Making transportation safe for our cancer patient appointments around the state

TOUGH ENOUGH TO WEAR PINK'S TRUCK, nicknamed “Tuffy,” is a patient transportation vehicle. The 2016 Ram 1500 truck, custom-wrapped in the Cattlemen's Days TETWP logo, is designated to safely transport Gunnison breast cancer patients requiring advanced treatment to medical centers outside the area.

Since October 2016, “Tuffy”—the first donated TETWP transportation vehicle—has been used to transport eleven breast cancer patients from Gunnison Valley to their treatment in towns / cities all over Colorado. In the past two years, 28,000 miles have been put on the truck serving our patients and programs.

In the first three months after “Bucky” a Dodge Durango generously donated by Carol Ann May & Jim Saindon—the second generously donated TETWP transportation vehicle—services were opened up to ALL cancer patients from Gunnison and Hinsdale Counties. Seven clients used the transportation vehicle traveling a total of 7,260 miles!

Skyhigh Offroad, Crested Butte, has teamed up with TETWP and will be helping with servicing both transport vehicles including equipping each vehicle with top of the line tires to safely transport patients through Colorado's dangerous mountain terrain.

Thank you Skyhigh Offroad for generously helping provide service to “Tuffy” & “Bucky”

*photo by Corey Tibljas /
Two Plank Productions*



What TETWP Means to Me—A Message from a Local Survivor

FOR STACI MELBY, APRIL 25, 2018 will always be a day remembered, a moment in time when everything changed. Ductal carcinoma in situ, the doctor said. Five months later, Staci has gone through surgery and radiation, and is on the other side of a diagnosis she never anticipated, and with the help of TETWP.

For Staci, the assistance wasn't something she even considered amidst the chaos of a daughter graduating from high school, a 45th birthday celebration and then a cancer diagnosis. But upon submitting the paperwork to TETWP for assistance, immediately the love—and financial support—started coming in.

By mid-July, Staci had already undergone surgery to remove the tumor, and was due for 21 days of radiation, five days a week in Montrose. “I don't think I can handle this. I am not this strong,” she wrote in reflection of that month. Staci was shocked when she received a call from TETWP—she was put on the schedule to use the TETWP truck to go to her radiation appointments, and was given gas cards to fill it up. All told, Staci drove 2,500 miles in those 21 days, and it was all covered, the burden removed from her and her family's shoulders.



The support kept rolling in for Staci. “Really? Get my bills together and TETWP will pay them? TETWP offers house-cleaning services. They offer services through the hospital like rehab and massage therapy at no charge,” she says. Staci writes of many moments during that time of tears, shock and unending support from the TETWP staff. It seems every time Staci thought she was at the end of the rope, TETWP stepped in, offering another service, another expense paid, some small—like a massage—but all a massive relief in the rushing current of cancer.

On September 14, 2018, Staci wrote “Last day of radiation. Is it really done? Yes, done.” Staci is a breast cancer survivor who made it through one of the most difficult seasons of her life, with the help of an incredible organization. “It is impossible for me to put into words how amazing TETWP is. The kind words, the encouragement, the services. Most important, the people. My family and I cannot thank you enough for everything you all have done over the last five months.”

By Cayla Vidmar, Crested Butte News, October 19, 2018

Gunnison Valley Hospital Strategic Plan

Advancing and improving breast cancer services



GUNNISON VALLEY HEALTH

TOUGH ENOUGH TO WEAR PINK HAS COMMITTED to ongoing annual support at GVH and we have developed a detailed strategic plan to carry out our goals. The number of people diagnosed with breast cancer are expected to rise by more than fifty percent by 2030. Managing this increase will present a huge challenge for the United States, and Tough Enough to Wear Pink in conjunction with Gunnison Valley Hospital are stepping up to this challenge and dedicating significant funds and resources to improve and advance breast cancer services in Gunnison County.

OUR VISION

To become the best small / rural hospital in the United States for breast care and cancer care services.

OUR CURRENT GOAL

The number one focus for fundraising in 2018 is the purchase of a breast coil for MRI imaging. It is TETWP's ultimate goal to keep patients from having to travel far away from home to get their necessary screenings and services, this one is next on our list! This goal is in sight, active and we will be raising funds so that we can have it in place in 2019!

CURRENT & ONGOING OBJECTIVES

Genetic counseling services are in place through Christine Barth, genetic counselor. A second genetic counselor will be evaluated as an opportunity to expand the service

A program be put in place to advise patients regarding their breast density results

Evaluate the opportunities to provide stereotactic equipment compatible with the Hologic equipment

Develop behavioral health services as a support to cancer patients in Crested Butte

Evaluate the opportunity to provide mobile PET/CT scanning

Evaluate the opportunity to provide Cryo caps for chemotherapy patients

Enhance the current integrative therapy program to offer a set of services to oncology patients

Develop the physical therapy rehabilitation program for oncology patients to provide earlier intervention

Participate on a Tumor Board to collaborate on diagnosis and best treatment for cancer and breast cancer patients

GVH will prepare and become accredited through the American College of Surgeons Commission on Cancer (COC) by December 2019

GVH will review the opportunities to provide intraoperative radiation therapy options for breast care

Continue to evaluate the feasibility of radiation therapy with local and regional partners along with a cancer center, nuclear medicine, and an oncology pharmacist

Evaluate the value / cost associated with the medical reporting software system for breast cancer

We hope with your continued help in supporting Tough Enough to Wear Pink that we can achieve all of these goals and continue to advance breast cancer services in Gunnison Valley!

Mark your calendars for these upcoming fundraising events!

- ★ **5TH ANNUAL MOUNTAIN HIGH MUSIC FESTIVAL** January 16–19, 2019
Featuring world-class singer / songwriters and recording artists including Jamey Johnson, Pam Tillis, Dean Dillon, Kiefer Sutherland, Sundance Head, Scotty Emerick, and 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. For more information go to www.mountainhighmusicfest.com.
- ★ **TETWP SONGWRITER CONCERT & AUCTION** July 9, 2019
- ★ **CATTELMEN'S DAYS TETWP #1 PRCA RODEO** July 11, 2019. For the full full schedule of Cattlemen's Days rodeos and events go to www.cattlemensdays.com.
- ★ **SUNDANCE HEAD CONCERT** Thursday, September 12, 2019

*Sundance Head
2018 TETWP
Fundraiser Concert*

Tough Enough to Wear Pink Invaluable Programs

MAKE IT A GREAT DAY! Helps assist Gunnison Valley residents who are diagnosed with breast cancer by providing coupons for them to utilize the Valley's *Integrative Therapies* services including therapists, acupuncturists, nutritionists, counselors, etc., who have come together with the intention of expanding the awareness of the array of wellbeing support here in the Valley. For more information please contact Eva Paul at (970) 648–7103.

FRIENDS OF PINK The TETWP individual assistance fund for those who need financial help due to a breast cancer diagnosis. We help pay medical bills, living expenses, and travel expenses. Even with health insurance, a cancer diagnosis can put major financial strain on families and TETWP works to help alleviate this stress so patients can focus on what is most important—healing!

GVH ONCOLOGY NURSE NAVIGATOR Cancer survivors and their families are set to benefit from a free oncology service offering individualized guidance and support. For more information or to make an appointment with Betsy Welsh, call (970) 642–4789.

MAMMO MONDAYS Schedule your mammogram screening during select times on a Monday and you'll receive a complimentary chair massage on us! For more information on Mammo Mondays and to make an appointment, please contact GVH's Diagnostic Imaging Department at (970) 641–7253.

TUFFY & BUCKY TRANSPORTATION Designated vehicles to safely transport local cancer patients with any type of cancer requiring advanced treatment outside of the valley. If you have a need for this assistance please contact Heidi at (970) 209–6332.

BREAST CANCER THERAPY GROUP Held twice a month, this group is for anyone at any stage of a breast cancer diagnosis. There are planned activities and guest speakers each month providing a casual social setting for the group. This group of ladies help support each other and Lorie Fuller a therapist from the Center For Mental Health helps guide them through the emotional challenges they are facing.

HOME CLEANING SERVICE

Complementary coupons for two four-hour home cleaning sessions for breast cancer patients as they undergo treatment. Blue Sky Cleaning has generously offered to provide these services at a discounted rate. If you're interested in accessing these services please contact Lana Athey at (970) 306–1688 or (970) 641–7493.

TETWP's HUGE Impact in Our Community!

OVER \$1.5M HAS BEEN GIVEN to help our community, in small and big ways. From buying tanks of gas and groceries, to providing the state-of-the-art 3D tomosynthesis equipment (with over 1,000 mammograms performed in 2018 at the Gunnison Valley Hospital), TETWP is here for our local friends and families—from life-saving screenings and diagnosis, through treatment, recovery and return to a full life after cancer.



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: _____