

SEBRA Bull Riders – Tough Enough to Wear Pink

“Are you tough enough to wear pink?” The Southern Extreme Bull Riding Association (SEBRA) is asking contestants and spectators that question. SEBRA announces that it will participate in the Tough Enough to Wear Pink initiative for the 2006 SEBRA Championship Finals. Part of the proceeds from the Friday night performance of the January 5th and 6th event held in Florence, South Carolina will be contributed to a foundation benefiting breast cancer. The current planned use for the funding is for a mobile mammography unit. Ken J Productions is offering a dollar discount off tickets for spectators who wear a pink shirt to the Friday night performance and is matching a dollar donation to the charity. In addition Ken J is donating two dollars off of the \$14.50 priced advance group tickets sales. SEBRA will contribute \$1,000 bonus if the cowboy who wins the event is wearing a pink shirt. The Tough Enough To Wear Pink campaign debuted at the 2005 Wrangler National Final Rodeo when one evening of competition was devoted to the cause. Cowboys and cowgirls were encouraged to wear pink to signify their support, and sponsors made donations. The event became known as Pink Night, and a groundswell of support from the western industry and rodeo community began to grow. The color pink is not something you would associate with the tough sport of bull riding--however--breast cancer has touched the lives of many rodeo families. The Tough Enough to Wear Pink campaign puts this important health issue top-of-mind at rodeos and bull ridings across America through a breast cancer awareness and fundraising program. SEBRA Director Tom Smith is excited about participating in this event that benefits the community. “It is awesome to be in a position to be able to support something as important as breast cancer awareness. The cowboys have got behind this 100% percent...If everything goes as planned and we fill the arena, we could give \$10,000 back to the foundation.” To find out more about this program and the Southern Extreme Bull Riding Association check out www.sebranow.com.