

## **Roses for a Cure at the Snaffle Bit Futurity**

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Since 2007, the equine-based Rein in Cancer has raised nearly \$300,000 to aid in the fight against cancer. Rein in Cancer first debuted at the National Reined Cow Horse Association's prestigious Snaffle Bit Futurity in Reno, Nevada, and has a brand-new fundraiser planned for 2010, thanks in part to Bob Stevens TKO Ranch.

Stevens contacted Rein in Cancer in early September with an idea - why not sell pink roses one day at the NRCHA Snaffle Bit Futurity to raise money? "We were so excited when we first heard Bob's great idea," noted Rein in Cancer Co-Founder Cheryl Magoteaux. "He's donating many beautiful long-stem pink roses that can be cut and pinned to the shirt, or that can be carried around. Since everyone will be wearing pink in support of Rein in Cancer, this will be a wonderful addition." Think to Wear Pink Day will be on Tuesday, September 28.

On Think to Wear Pink Day and Open Finals Day the pink-ribboned roses will be for sale at the NRCHA Booth outside the horse show office for \$3 per rose. Stevens will also donate a large pink-rose flower arrangement to the NRCHA Silent Auction, which will be held during the annual NRCHA Hall of Fame Banquet on Thursday, September 30.

Stevens, of Carson City, Nevada, wears many hats - one of which is being a representative of one of the largest flower growers in South America. "I feel I'm so lucky. Of all the things to be a salesman for, flowers are the coolest, because everyone likes them," he said. "They are given for such a wide-range of occasions, and are always appropriate."

The fight against cancer is a personal one for Stevens - his mother was diagnosed with liver cancer two years ago. "Cancer is out of control. I don't think there's anyone who hasn't been affected by cancer or knows someone who has. You get tired of hearing about it, because people are getting hurt by it. It's not just hurting the people who are diagnosed with it, but also their friends and families."

"We're hoping that people will generously embrace this idea at the Futurity," noted Magoteaux. "Every dollar received by Rein in Cancer goes to the cause, as the officers donate their time and resources. We're proud to represent the equine world in the fight against cancer."

An equine-industry 501-C3 corporation, Rein in Cancer was created by Shorty Koger, Cheryl Magoteaux, and Tracie Anderson of the OU Cancer Institute in 2007 to recognize the willingness of the horse community to help with the fight against cancer. It has raised thousands upon thousands of dollars for support care for cancer patients, help fund treatment and to contribute to the Shirley Bowman wing at the OU Cancer Institute in Oklahoma City. For information on Rein in Cancer, visit the web site at [www.reinincancer.com](http://www.reinincancer.com).