

For Immediate Release:

Rein In Cancer to Continue Direct Aid to Horse Industry Cancer Patients

In January, 2012, Rein In Cancer, the Oklahoma-based 501-C3 Corporation, began providing direct financial assistance to cancer patients who are part of the performance horse community. It was a new direction for the organization, which had previously raised the funding to create the Shirley Bowman Nutrition Center at the Charles and Peggy Stephenson Cancer Center in Oklahoma City through the efforts of co-founders, Shorty Koger, Tracie Anderson and Cheryl (Magoteaux) Cody.

Although the organization continues to provide operating support for the Nutrition Center, its new focus became direct payment to patients being treated for cancer. The response has been overwhelming. In a year, Rein In Cancer has funded 80 patients in 32 states and Canada.

All recipients have been members of the American Quarter Horse Association, the National Reining Horse Association, the National Reined Cow Horse Association or the National Cutting Horse Association.

Funds have been raised 100% through activities supported or hosted by equine industry events. Included in the long list of horse-related activities where Rein In Cancer funds have been raised are Remington Park Betting on a Cure, the National Reined Cow Horse Association Snaffle Bit Futurity, the National Reining Horse Association Futurity, the All American Quarter Horse Congress, the National Reining Breeders Classic, the March to the Arch, the Arizona Sun Circuit and the American Quarter Horse Association World Championship Show.

Added to that list are countless cuttings, ropings, barrel races, and other horse shows from a variety of disciplines. Tracie Anderson noted, "In 2013, Rein In Cancer will continue to raise funds for this patient assistance. The need is real - especially for people going through treatment who still have to buy horse feed!"

Cheryl (Magoteaux) Cody added, "When a family goes from two incomes to one or when one income is reduced and the expenses of treatment are so high, a little boost can sometimes make all the difference. It is because we hear from recipients who tell us how much the payments help, that we are so appreciative of the people in the horse industry who have contributed."

To date, Rein In Cancer has raised over a million dollars. The organization has no employees - only volunteers - and over 98% of that total has gone directly to the advertised causes. For information on how to contribute or how to host a fundraiser at an event or set up a bequest, visit the Rein In Cancer web site at www.reinincancer.com.