



## PRESS RELEASE

# Cowboys for Cancer Research Celebrates Its Heritage

*New Mexico's largest cancer fundraiser will host its 31<sup>st</sup> annual event*

FOR IMMEDIATE RELEASE:

**September 3, 2013— Albuquerque, NM (UNM Cancer Center)** — Cowboys for Cancer Research and the University of New Mexico Cancer Center have had a rich 30 year history. They will build upon that history even more for this year's 31<sup>st</sup> annual fundraiser. To celebrate this long-standing event, Cowboys for Cancer Research has decided upon an old-fashion western "Cowboy Party," commemorating the many years over which this fundraiser has taken place. Although it has long since outgrown the barn it was originally held in, the event will include a "barn dance," along with the annual dinner and silent auction. "It will be an evening of good food, good fellowship and good music," says Geraldine Calhoun, Cowboys for Cancer Research Co-Executive Director.

New Mexico's largest cancer fundraiser will take place October 11-13 at the Las Cruces Convention Center and Sproul Arena (formerly Calhoun Arena). The dinner, "barn dance," and silent auction will take place Friday, October 11 and the team roping competition will be on Saturday and Sunday. The proceeds generated from this fundraiser will fund Cowboys for Cancer Research endowments at the UNM Cancer Center in Albuquerque and at New Mexico State University in Las Cruces.

One hundred percent of these endowments fund innovative cancer research at both institutions. The money raised at this annual event directly benefits New Mexicans because the money raised stays within New Mexico. This collaboration between Cowboys for Cancer Research, NMSU, and the UNM Cancer Center has allowed these institutions to pioneer cancer research.

### **About Cowboys for Cancer Research**

Las Cruces-based nonprofit Cowboys for Cancer Research raises funds for cancer research at its annual Dinner, Dance and Team Roping Event. Cowboys for Cancer Research is joined by the NMSU Aggies Tough Enough To Wear Pink all volunteer committee to raise funds benefitting the fight against cancer in New Mexico by supporting cutting-edge cancer research collaborations between UNM Cancer Center scientists and colleagues at NMSU.

This year is the 31<sup>st</sup> anniversary of the Cowboys for Cancer Research annual fundraising event. Tickets are \$100 each for the Dinner, Dance and Silent Auction on October 11; reserved premium seating is

available for \$1200 for a table of 10. The Team Roping competition on October 12 and 13 has open seating (bring your lawn chairs!) and a limited amount of bleacher seating. For more information, call Angela Ledesma at 575-526-2887 or Geraldine Calhoun at 575-642-5696, or visit [www.cowboysforcancerresearch.org](http://www.cowboysforcancerresearch.org).

### **About the UNM Cancer Center**

The UNM Cancer Center is the Official Cancer Center of New Mexico and the only National Cancer Institute-designated Cancer Center in the state. One of just 67 premier NCI-Designated Cancer Centers nationwide, the UNM Cancer Center is recognized for its scientific excellence, contributions to cancer research, the delivery of high quality, state of the art cancer diagnosis and treatment to all New Mexicans, and its community outreach programs statewide. Annual federal and private funding of over \$72 million supports the UNM Cancer Center's research programs. The UNM Cancer Center treats more than 60 percent of the adults and virtually all of the children in New Mexico affected by cancer, from every county in the state. It is home to New Mexico's largest team of board-certified oncology physicians and research scientists, representing every cancer specialty and hailing from prestigious institutions such as M.D. Anderson Cancer Center, Johns Hopkins University, and the Mayo Clinic. Through its partnership with Memorial Medical Center in Las Cruces, the UNM Cancer Center brings world-class cancer care to the southern part of the state; its collaborative clinical programs in Santa Fe and Farmington serve northern New Mexico and it is developing new collaborative programs in Alamogordo and in Roswell/Carlsbad. The UNM Cancer Center also supports several community outreach programs to make cancer screening, diagnosis and treatment available to every New Mexican. Learn more at [www.cancer.unm.edu](http://www.cancer.unm.edu).

### **UNM Cancer Center contact information**

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