

# Tough Enough raises more than \$500,000

By Steve Ramirez sramirez@lcsun-news.com

Posted: 11/23/2011 09:47:40 PM MST

LAS CRUCES - For organizers and supporters of the NMSU Aggies Are Tough Enough To Wear Pink campaign, there's a little extra to be thankful for today.

Organizers said Wednesday a final total of \$570,581 in cash and in-kind contributions was raised during this year's campaign. The contributions will be presented to Cowboys for Cancer Research, a nonprofit organization that raises money, and promotes public education and awareness, for breast cancer research.

"One-hundred percent of the cash we raise, after operational expenses, is invested in endowments created by our partners, Cowboys for Cancer Research," said TETWP co-chairwomen Laura Conniff, Pat Sisbarro, Magellia Boston and Mary Henson, in a joint statement. "It is the interest income from these endowments that help fund the amazing breast cancer research being done here, at New Mexico State, and the UNM Cancer Center."

The revised, final total includes additional contributions made by southern New Mexico businesses, schools and individuals after a ceremonial check for \$548,116 was presented Oct. 15 in a halftime ceremony of New Mexico State University's annual "Tough Enough to Wear Pink" football game. The added contributions included the combined money raised by students and administrators in the Las Cruces Public Schools, Gadsden Independent School District and Mesilla Valley Christian Schools. The \$570,581 total is an 8.6 percent increase from the \$525,439 raised in 2010, which was the largest fundraising event in the world for the Tough Enough To Wear Pink campaign. In the five years NMSU Aggies Are Tough Enough To Wear Pink has been in existence, the organization, consisting entirely of volunteers, has now raised \$2,314,705.

"\$570,581 represents much more than a dollar amount," said Kevin Davis, board president of Cowboys for Cancer Research. "It represents the continuing commitment of a wonderful group of volunteers lead by Pat, Laura, Magellia and Mary.

"(But) more than that, it represents the kindness and generosity of sponsors like Memorial Medical Center, MountainView Regional Medical Center, NMSU and the people of Las Cruces and Do-a Ana County."

The NMSU Aggies Are Tough Enough to Wear Pink volunteer committee began fundraising and breast cancer awareness efforts in 2007, and this year's campaign was called "Cinco de Pink," in honor of the fifth anniversary.

Steve Ramirez can be reached at (575) 541-5452

## Final total

- This year's NMSU Aggies Are Tough Enough To Wear Pink campaign raised \$570,581 in cash and in-kind contributions.
- The amount is 8.6 percent more than the \$525,439 contributed during last year's fundraising event.
- The money is used to help fund breast cancer research at New Mexico State University and the University of New Mexico Cancer Center.
- Since NMSU Aggies Are Tough Enough To Wear Pink was started five years ago, slightly more than \$2.3 million has been raised.

