



Tough Enough To Wear Pink Pendleton Round-Up Association

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FOR IMMEDIATE RELEASE

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Tough Enough To Wear Pink (TETWP) campaign donates to local cancer support organizations

PENDLETON, Ore. – The Pendleton Round-Up’s Tough Enough To Wear Pink (TETWP) campaign reaffirmed its commitment to breast cancer patients and survivors this week, donating \$30,000 to three eastern Oregon cancer support organizations. The contributions were presented on Monday, December 8, 2025.

Now in its 19th year, the TETWP campaign directed the funds to the CHI St. Anthony Hospital Cancer Clinic, the Kickin’ Cancer New Beginnings program, and the Eastern Oregon Cancer Network, all of which are local organizations that provide essential support to individuals navigating breast cancer diagnosis, treatment, and recovery.

This year’s donation total was made possible through diverse fundraising efforts, including sponsorships, merchandise sales, spectator and volunteer donations, and raffles featuring a custom Pendleton Hat Company hat, a custom Pendleton Whisky mirror, and a Montana Silversmiths hat pin. Additional contributions came from collectors’ pin sales and tips donated by Let’er Buck Room and Round-Up bar volunteers on TETWP day.

“Our community continues to show up in remarkable ways,” said Casey White-Zollman, co-chair of the Round-Up’s TETWP campaign. “Every pin sold, every raffle ticket purchased, and every dollar donated reflects a shared commitment to supporting our friends and neighbors facing breast cancer. That collective strength is what makes this campaign so meaningful.”

The Round-Up’s TETWP campaign not only raises awareness among thousands of visitors each year but also ensures that every dollar stays local. Each of the three beneficiary organizations provides critical services to eastern Oregon residents:

- **CHI St. Anthony Hospital Cancer Clinic** supports patients with resources such as breast prosthetics, post-op camisoles, wigs, and financial assistance.
- **Eastern Oregon Cancer Network** provides housing and travel assistance for patients receiving radiation therapy cancer care at the Eastern Oregon Cancer Center in Pendleton. The radiation oncology center is temporarily closed, but will re-open in early 2026, when these services will again be essential for patients and families in Eastern Oregon.
- **Kickin’ Cancer New Beginnings** provides free massage therapy, personal training, Pilates classes, and other wellness support to recovering patients.



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“The generosity we witness year after year is truly inspiring,” said Jill Gregg, TETWP co-chair. “Whether it’s our sponsors, volunteers, or Round-Up fans, every contribution directly strengthens the safety net available to patients right here at home.”

The campaign’s 2025 success was made possible through the support of its sponsors:

- **GOLD:** Jordan Schnitzer / The Harold & Arlene Schnitzer CARE Foundation; CHI St. Anthony Hospital; Toyota; Stangier Wealth Management
- **SILVER:** Elkhorn Media; Swire Coca-Cola
- **BRONZE:** Dr. Pratt Dentistry; Premium Tire & Lube
- **PINK:** Banner Bank; Columbia Distributing; Pendleton Hat Company; Prodigal Son Brewery & Pub; Altrusa of Pendleton; Wheatland Insurance; Coldwell Banker Farley Company; Montana Silversmiths; PNW Windows & More; Pendleton Whisky
- **GATE:** Prodigal Son Brewery & Pub

The Pendleton Round-Up’s TETWP campaign will celebrate its milestone **20th anniversary in 2026**, with expanded events and promotions planned throughout the year. Individuals, businesses, or organizations interested in sponsoring or volunteering for the 2026 campaign may contact co-chairs Casey White-Zollman at cmwzollman@gmail.com or Jill Gregg at jill.c.gregg@gmail.com.

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