

## COWBOYS FOR CANCER RESEARCH

Alma Cohorn died of cancer in 1981. To honor her memory, a group of friends led by Rawley Jackson and the US West Telephone Pioneers Sunshine Club, held a benefit team roping. Money raised was sent to the UNM Cancer Center, to be used where it was most needed. In 1999, the Alma Cohorn Memorial/Cowboys for Cancer Research Endowment was established at UNM Cancer Center. In the past 16 years, C4CR has contributed in excess of \$2,500,000 to UNMCC for cancer research. In early 2011, the Cowboys for Cancer Research Endowed Fund was established at New Mexico State University. The initial contribution of \$275,000 was made with a total pledge of \$1,500,000 over 7 years. As of 2016, more than \$1,600,000 has been contributed to NMSU for cancer research. Earnings from these endowments, along with additional cash contributions from C4CR, are designated for “immediate use” to “jump start” cancer research projects “NOW”!

In 2007, NMSU Aggies Are Tough Enough To Wear Pink came into being. This truly amazing group of volunteers, with Co-Chairs Pat Sisbarro and Laura Conniff, both breast cancer survivors, has led to a total “Pink Out” during the month of October, in Las Cruces, NM. The partnership of C4CR and NMSU Aggies Are TETWP has created a “togetherness of the Las Cruces community and surrounding areas “ like none other. Together, the two groups have been named by the national Tough Enough To Wear Pink headquarters in Hughson, Calif., as the “#1 TETWP Fund Raising Event in the WORLD for the 8th consecutive year”.

**THANK YOU! THANK YOU! THANK YOU! YOU** are the reason for this success! Cowboys for Cancer Research, Inc is a 501 (c)3 non-profit corporation. The C4CR committee is a team of dedicated members from a broad cross section of the Las Cruces community.

## UNIVERSITY OF NEW MEXICO COMPREHENSIVE CANCER CENTER

The University of New Mexico Comprehensive Cancer Center is the Official Cancer Center of New Mexico and the only National Cancer Institute-designated Cancer Center in a 400-mile radius. One of the premier cancer centers nationwide, the UNM CCC has 130 board-certified oncology physicians, forming New Mexico’s largest cancer care team. It treats about 60 percent of adults and virtually all the children in New Mexico diagnosed with cancer — more than 10,000 people— from every county in the state in more than 135,000 clinic visits each year. Through its partnership with the New Mexico Cancer Care Alliance, an “exemplary national model for cancer health care delivery,” the UNM CCC offers access to more than 160 clinical trials to New Mexicans in every part of the state. Annual research funding of more than \$72 million supports the UNM CCC’s 130 cancer scientists. Working with partners at Los Alamos and Sandia National Laboratories, Lovelace Respiratory Research Institute, and New Mexico State University, they have developed new diagnostics and drugs for leukemia, breast cancer, ovarian cancer, prostate cancer, liver and pancreatic cancer, brain cancer, and melanoma; garnered 33 new patents and 117 patents pending; and launched 13 new biotechnology companies since 2010. Learn more at [www.cancer.unm.edu](http://www.cancer.unm.edu).



University of New Mexico  
Comprehensive Cancer Center

Number of board-certified oncology physicians: 130

Number of cancer scientists: 130

Patients seen in 2015: 10,560 (you can say more than 10,000 patients seen in 2015)

Ambulatory clinic visits in 2015: 82,570 (You can say almost 83,000 clinic visits in 2015)

## COWBOYS FOR CANCER RESEARCH

Supports cancer research through funding of endowments at New Mexico State University & University of New Mexico Comprehensive Cancer Center.

NMSU, the state’s land-grant university, has a long history of strong research programs and cancer-related projects in departments across campus. These

investigations range from laboratory studies designed to understand how different cancer cells grow, identification of genes and pathways associated with increased cancer risks, searching for new anticancer drugs that can be isolated from plants or constructed by synthetic chemistry, and reaching out to communities to encourage cancer screening and improve communications that inform health choice.



Brochure design by S. Feind  
Photos by B. Dyer



## 34th Annual COWBOYS For Cancer Research



5th Annual Golf Tournament

August 26, 2016

Team Roping

September 17 & 18, 2016

Dinner, Dance, Silent Auction

October 7, 2016

[www.facebook.com/CowboysforCancerResearch](http://www.facebook.com/CowboysforCancerResearch)  
[www.C4CR.com](http://www.C4CR.com)

# DINNER, DANCE AND SILENT AUCTION

Sponsored by: MMC Cancer Center



**Memorial Medical Center**

Friday, October 7

Las Cruces Convention Center

Doors open at 5:30 P.M.  
Happy Hour 5:30 P.M.-6:30P.M.  
Dinner 7:00 P.M.  
Music Will Banister &  
The Modern Day Ramblers  
Reserved Tables \$1,200 (10 Guests)  
Single Tickets \$100 (Open Seating)  
Single Tickets Available at Horse N Hound  
Feed N Supply  
991 W. Amador  
Or 575-523-8790

Reserved Table Tickets 575-642-564 & 575-642-5696

Credit cards are accepted

## 5th Annual C4CR & NMSU TETWP Golf TOURNAMENT

Sponsored by El Paso Electric



August 26, NMSU Gold Course

Entries limited to 64 teams  
Contact: Geraldine Calhoun 575-642-5696

## TEAM ROPING

WSTR Qualifier

**SATURDAY AND SUNDAY \* September 17 & 18  
SOUTHERN NEW MEXICO STATE FAIRGROUNDS**

Dummy Roping: Buckle to winner of each age division!

Ages 6 & under; 7-9 Years; 10-12 Years

Bring your sunscreen!

Contact: Denny Calhoun 575-642-5693

**Cowboys for Cancer Research**

PO Box 202

Dona Ana, NM 88032

Contact: Denny & Geraldine Calhoun

Co-Executive Directors at 575-642-5693 or 575-642-5696

# C4CR SPONSORSHIP LEVELS

## BONANZA: \$10,000 AND HIGHER

- Table for 10 at the dinner/dance
- Individual arena banner and name on trailer
- Handmade trophy buckle, license plate, cap

## SAPPHIRE: \$5,000

- Table for 10 at the dinner/dance
- Individual arena banner and name on trailer
- Handmade trophy buckle, license plate, cap

## DIAMOND: \$2,500

- Individual arena banner and name on trailer
- license plate, cap

## EMERALD: \$1,500

- Shared arena banner and name on trailer
- License plate, cap

## RUBY: \$1,000

- Shared arena banner and name on trailer
- License plate, cap

## GOLD: \$500

- Shared arena banner
- License plate, cap

## BRONZE: \$10 TO \$249

- C4CR license plate

\*As a donor you have the option of receiving the items listed above.  
If you choose to receive any or all of these, please let us know.  
You will be advised of the fair market value of the items, in a year end letter.



## NMSU AGGIES ARE TETWP

It is the 10th annual NMSU Aggies Are Tough Enough to Wear Pink Campaign! TETWP Fund Raising events begin in September and will continue through the "Pink" football game in October. Game date TBA.



# ABOUT C4CR

C4CR continues it's mission of raising funds to support cancer research being done at the UNM Comprehensive Cancer Center and New Mexico State University.

- ◇ C4CR is the largest cancer fund raiser to New Mexico whose money remains in New Mexico
- ◇ C4CR makes yearly contributions to the Alma Cohorn Memorial/Cowboys for Cancer Research Endowment at UNM and to the Cowboys for Cancer Research Endowment at NMSU. Additional C4CR funds will be made available, to both UNM & NMSU, to be included with the spendable portion of the interest from their respective endowments, to support selected current cancer research projects I need of immediate funding. The purpose of these additional funds is to "jump start" cancer research project NOW.
- ◇ C4CR is the largest, single, annual contributor to the UNM CCC in New Mexico
- ◇ C4CR and partner, NMSU Aggies Are TETWP, are the largest TETWP fund raising event, of its kind, in the world for the 8th consecutive year.

Please return this to C4CR:

Your Name: \_\_\_\_\_

Your Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

☐ Enclosed please find a check payable to Cowboys 4 Cancer Research in the amount of \$ \_\_\_\_\_

☐ Please charge \$ \_\_\_\_\_ to my VISA MASTER CARD

Card #: \_\_\_\_\_ Exp: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Phone Number: \_\_\_\_\_

☐ I will support Cowboys 4 Cancer Research through NMSU payroll deduction

I would like my gift designated (Please check one):

☐ In Memory of ☐ In Honor of (living)

Please notify the following of this gift:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

