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**Media Contact**  
Jenny Dubberly  
[jdubberly@fwv-us.com](mailto:jdubberly@fwv-us.com)  
919.832.6300

## ***Wrangler*<sup>®</sup> Helps Raise Record \$2.5 Million for the Fight Against Breast Cancer**

*National initiative to fund breast cancer research and awareness celebrates most successful year to-date*

**LAS VEGAS (Dec. 12, 2007)** – Earlier tonight, the western industry proudly answered the question “Are you Tough Enough to Wear Pink?” with unprecedented enthusiasm. Over the past year, the esteemed Tough Enough to Wear Pink<sup>™</sup> (TETWP) initiative once again inspired cowboys, cowgirls, retailers, manufacturers, and rodeos nationwide to raise awareness and a record-breaking amount of money for breast cancer research. At the 49<sup>th</sup> annual *Wrangler*<sup>®</sup> National Finals Rodeo – in an arena saturated in pink – the year’s efforts were celebrated as the iconic American brand presented a check for \$2.5 million on behalf of the entire industry to TETWP<sup>™</sup>.

Accepted by TETWP<sup>™</sup> founder Terry Wheatley, the check – more than double the funds raised in 2006 – represents the combined year-long efforts of industry players to raise money in support of research, awareness, education, screening and treatment of breast cancer for the millions of Americans affected by the disease.

With the help of the *Wrangler*<sup>®</sup> brand, the campaign maintained the resources of dozens of veteran TETWP<sup>™</sup> supporters in 2007 while also extending the roster to new industry sponsors, retailers and campaign advocates. Each year, the initiative continues to spread. In 2007, a record level of participation was generated as more than 250 local rodeos in the U.S. and Canada hosted myriad local TETWP<sup>™</sup> Nights and raised money for their local breast cancer causes.

“Tough Enough to Wear Pink started as such a modest program with the critical goal of fighting a disease that affects us all,” said Karl Stressman, director of special events, *Wrangler*<sup>®</sup> *Western Wear*. “It is exciting to watch it grow exponentially and to – in one short year – have more than doubled the amount of money raised for so many communities around the country.”

When the idea to support the breast cancer research community developed in 2004, the *Wrangler*<sup>®</sup> brand jumped at the chance to spend the next year rallying the western industry in support of the campaign. Igniting the effort with the creation of a special-edition TETWP<sup>™</sup> pink shirt, the *Wrangler*<sup>®</sup> brand donated all proceeds to the cause, and rodeo competitors and fans have continued to button up in pink to show their unwavering support.

“The steadfast attention of everyone involved has been remarkable and inspiring,” says Terry Wheatley, breast cancer survivor and founder of the TETWP<sup>™</sup> initiative. “We can’t thank our supporters enough for proving that not only are they tough enough to wear pink and join the fight – they’re tough enough to fight harder with each passing year.”

For information on how to help TETWP<sup>™</sup>, visit [www.wrangler.com](http://www.wrangler.com) or [www.toughenoughtowearpink.com](http://www.toughenoughtowearpink.com).

### **About Tough Enough To Wear Pink<sup>™</sup> (TETWP)**

TETWP<sup>™</sup> was created by entrepreneur and breast cancer survivor Terry Wheatley to bring the sport of professional rodeo and the entire western community together to rally against breast cancer. Since its inception in 2004, TETWP<sup>™</sup> has empowered rodeos in the U.S. and Canada to focus attention on the need for a cure and has raised nearly **\$4 million** for breast cancer charities, much of which stays right in the community. The grassroots movement has inspired other sports communities to mount their own TETWP<sup>™</sup> campaigns, spreading a message of hope and support that reaches beyond the rodeo arena to competitors, families and fans across America. For more information on how to help, visit [www.toughenoughtowearpink.com](http://www.toughenoughtowearpink.com).

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**About the Wrangler® National Finals Rodeo**

For the fourth consecutive year, TETWP™ Night returned to the Wrangler® National Finals Rodeo (Wrangler® NFR) this year. On Wednesday, December 12, the Thomas and Mack Center in Las Vegas turned pink as the world's best professional rodeo riders prove they're not only tough – they're tough enough to wear pink. In addition to the national sponsorship of Wrangler®, this year's sponsors include: Chambers Belt Company, Justin Boots®, Las Vegas Events, Montana Silversmiths®, Priefert® Ranch Equipment, the Professional Rodeo Cowboys Association® (PRCA), Professional's Choice®, and Weaver Leather®.

The Wrangler® NFR is the PRCA's championship event and the world's richest and most prestigious rodeo. Showcasing ProRodeo's 15 top contestants in seven events, the 2007 Wrangler® NFR takes place Dec. 6 – Dec. 15 in Las Vegas. One of the toughest tickets in sports to obtain, the Wrangler® NFR has had sold out attendance for more than 200 straight performances, setting an overall, 10-day attendance record of 176,625. The Wrangler® NFR concludes with crowning of the sport's eight World Champions; they are determined by official seasonal earnings. Visit [www.prorodeo.com](http://www.prorodeo.com) and [www.nfrexperience.com](http://www.nfrexperience.com) for more information.

**About Wrangler®**

Wrangler® is proud to be the national sponsor of the TETWP™ campaign. Wrangler® Western Wear is available at over 2,500 western specialty, mid-tier and workwear stores nationwide that provide quality men's and women's apparel and accessories. For more information regarding the Wrangler family of products or to locate the Wrangler® retailer nearest you, visit [www.wrangler.com](http://www.wrangler.com) or call 1.888.784.8571.

VF Corporation is a leader in branded lifestyle apparel including jeanswear, outdoor products, image apparel and sportswear. Its principal brands include Wrangler®, Lee®, Riders®, The North Face®, Vans®, Reef®, Napapijri®, Kipling®, Nautica®, 7 For All Mankind®, John Varvatos®, JanSport®, Lucy®, Eastpak®, Eagle Creek®, Lee Sport®, Majestic® and Red Kap®.

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