

PinkNProud hits the road to raise breast cancer awareness

By Josie Kerk, Rally Daily staff



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- Turning the Black Hills pink and showcasing the spirit of women riders, the PinkNProud ride will leave at 4:45 p.m. today from the Black Hills Harley-Davidson and wind through the Hills on a 50-mile escorted tour.

Riders and supporters are encouraged to decorate their homes and businesses with pink banners, balloons and beads using PinkNProud's decorating kit the day of the ride.

The Buffalo Chip has seen the pink movement throughout the rally, with three booths setting up at the campground to campaign and one station for torso casting.

Toni Woodruff, daughter of Buffalo Chip owner Rod Woodruff, invited two organizations to the Chip to fundraise for their breast cancer awareness efforts and proceeds from the ride will be split between the two organizations.

Woodruff saw the Keep A Breast campaign featured on "The Bachelor" TV show and thought its "I love boobies" and artistic breast plaster castings were perfect for the rally, said Kimmy McAtee, Keep A Breast marketing manager.

McAtee takes castings of torsos at the Chip booth, which are then sent to artists for painting. Customers receive their artistic castings at their homes for \$250.

Keep A Breast is geared towards a younger crowd, and works specifically toward prevention and early detection efforts. The cancerous and healthy breast hands-on station at their booth has been popular, McAtee said.

"People get into it and they tell us their stories," she said.

Following the PinkNProud ride, there will be a casting party with the organization for all riders and anyone who wishes to participate.

The Rapid City Regional Hospital Foundation's Tough Enough to Wear Pink will receive 50 percent of the ride's proceeds for the John T. Vucurevich Regional Cancer Care Institute.

This is the campaign's second year at the rally, said Shelia Klosterman, Rapid City project coordinator for the foundation, and bikers appreciate that funds are going to a local cause at the Rapid City hospital, she said.

"Tough Enough to Wear Pink is a rodeo thing, but this is a different kind of rodeo and bikers have been really receptive," Klosterman said.

All proceeds from T-shirt sales at the Chip go to the cause, she said.

Klosterman said the foundation hopes to bring a boutique to the cancer care institute where women have expressed a need for a place to have their make up and wigs done while receiving treatment.

Campaigning at the Chip, both booths have met cancer survivors and their families who came to ride at the rally.

"We hear so many wonderful stories, you just sit here and cry," Klosterman said.

Take off at Black Hills Harley-Davidson will begin with entertainment activities and end at the Chip with a Pink Parade through the campground to the Lichter Exhibition Hall.

A fashion show and live auction at the Chip will follow the ride.

Riders may participate in a reception at the Softtail Lounge and rock concert including RED and Buckcherry at the Chip.

Register for the PinkNProud ride, reception or casting party at PinkNProud.com.

PARTICIPATION INFO

PinkNProud Ride, \$115 (\$150 day of)

PinkNProud Reception only, \$65

PinkNProud Casting Party with Keep A Breast, \$255