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For Immediate Release:

SWRHA 'Fashion Show' Calendar to Benefit Rein in Cancer

Patrick Swayze did it. John Travolta did it. Milton Berle was even famous for doing it. And now reiners are doing it.

The men of the Southwest Reining Horse Association will come together in October during the annual SWRHA Futurity to "doll up" for the 2011 "Fashion Show" calendar. Top reiners will be wearing lingerie, evening wear, bikinis, high heels and maybe even a wedding dress or two.

"This is actually kind of a repeat of an SWRHA fundraising calendar, which was 'Womanless Wedding' calendar done in 1990," SWRHA President Jack Covington said.

In that edition, now a collector's item (for some), reiners like Randy Paul, John Hoyt, Bob Loomis and Tim McQuay were immortalized in a look far different than their usual starched jeans and pressed shirts. The reiners will be doing it again for a good cause with all of the proceeds from the calendars going to Rein in Cancer.

"We're thrilled that SWRHA is resurrecting their calendar and donating the proceeds from it to Rein in Cancer," said Cheryl Magoteaux, one of Rein in Cancer's founders. "I know it will be as big a hit as the last calendar."

Reiners can enter themselves or friends can enter their favorite reiners by emailing Ann Salmon at annsalmontRH@gmail.com or Shelly Ries at spincityreiners@msn.com. The nomination fee of \$100 will also benefit Rein in Cancer.

An equine-industry group, Rein in Cancer was created by Magoteaux, Shorty Koger and Tracie Anderson in 2007 to recognize the willingness of the horse community to help with the fight against cancer. It has raised thousands upon thousands of dollars to support care for cancer patients, help fund treatment and contribute to the Shirley Bowman wing at the OU Cancer Institute in Oklahoma City. For information on Rein in Cancer, visit the web site at www.reinincancer.com.

The SWRHA Futurity and Horse Show in Ardmore, Oklahoma, at the Hardy Murphy Coliseum, has become a must-attend for those competitors preparing for the National Reining Horse Association Futurity. For more information about the SWRHA, visit www.swrha.com.