



Ride With A Ribbon to Rein In Cancer

At the 2014 National Reining Breeders Classic, set for April 14-20, Rein In Cancer will debut its new “Ride With A Ribbon” campaign.

Exhibitors can choose to Ride with a Ribbon by wearing a cancer awareness ribbon on themselves or their horse during competition. Then they simply write their name and the name of the person they wish to honor with their ride on the Ride With a Ribbon Board displayed at the show.

Rein In Cancer President, Cheryl Magoteaux Cody noted, “Everyone is familiar with the pink ribbons for breast cancer but are often surprised at the rainbow of colors that represent other serious types of cancer. This program is to help increase awareness for the different types of cancer while honoring the very special people in our lives.”

She continued, “The program came to me after I lost a dear friend to ovarian cancer. Before she died, I’d talk to her regularly, often before going to compete and she’d say how much she wished she could be there with me. I’d paint a teal ribbon on my horse’s rear or put a teal ribbon on my shirt or saddle pad, then send her a picture from the competition with a note that said she *was* there with me – every single step. It meant so much to her to feel she was a part of something she could no longer do and it meant so much to me to remember her with every run.”

People participating in the NRBC can choose to ride with a ribbon honoring someone special and they may also pledge a percentage of their earnings to Rein In Cancer, although that is not necessary for participation. Ribbons will be available free at the Rein In Cancer display.

The vast array of ribbons available will include:

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| Pink - Breast Cancer | Orange - Leukemia & Kidney | Myeloma |
| Teal - Ovarian Cancer | Black - Melanoma | Grey - Brain Cancer |
| Pearl - Lung Cancer | Navy - Colon Cancer | Blue - Prostate Cancer |
| Purple - Pancreatic Cancer & Leiomyosarcoma | Burgundy – Multiple | Gold - Childhood Cancer & Osteosarcoma |

Burgundy & Ivory - Head &
Neck Cancer

Lime - Lymphoma

Peach - Uterine Cancer

Teal & White - Cervical
Cancer

Yellow - Sarcoma/Bone
Cancer

& Bladder Cancer

Green - Liver Cancer

Lavender - All Cancers

Periwinkle – Esophageal
& Stomach Cancer

Teal/Pink/Blue - Thyroid
Cancer

Orchid - Testicular Cancer

Amber - Appendix Cancer

Marigold, Blue & Purple –
Bladder Cancer

Zebra Print – Carcinoid
Cancer

Rainbow - Adrenocortical
carcinoma