

Media Contact:
Ruth Nicolaus
319-321-2152
For the Red Bluff Round-Up

HORSES RUN FOR CANCER

Kentucky Derby trip is cancer auction fundraiser item for Round-Up

Red Bluff, Calif. (April 5, 2018) – The Red Bluff Round-Up is “pink” again this year

To raise funds for the cancer patients at Dignity Health/St. Elizabeth Community Hospital in Red Bluff, the Round-Up will auction off a “Run for the Roses” Kentucky Derby package during the Sunday performance of the Round-Up, on April 22.

The package consists of a trip for 4 to the Derby, a two-night hotel stay, round trip airfare through Southwest Airlines, and a behind the scenes tour given by Dr. Steven Allday, one of the race horse veterinarians.

It’s an exciting package, and something unique, said James Miller, general manager for the Round-Up. The Kentucky Derby is a celebration of southern culture and a piece of Americana, and is something “outside the box,” he said. “It’s a different auction item than we’ve done before,” he said.

This year, funds raised will go towards equipment that will allow patients to receive chemotherapy and biotherapy treatment at St. Elizabeth Community Hospital. Cancer patients have had to travel out of the county to receive these treatments, and having them available at St. Elizabeth’s reduces the time, expense and stress caused by travel. Part of this year’s proceeds will allow purchase of ultrasound equipment so that PICC (peripherally inserted central catheter) lines can be inserted in cancer patients. Ultrasound allows veins to be found so the PICC line can be inserted, and PICC lines allow access to veins with minimal discomfort.

Proceeds from the Red Bluff Fire Department’s annual Boot Drive will also go towards the Tough Enough to Wear Pink campaign. Since the Round-Up started the campaign in 2010, over \$430,000 has been raised. Those funds include other community events, including the Rotary Club’s Media Luncheon.

Fans are asked to wear pink in support of the Tough Enough to Wear Pink campaign on Sunday April 22. The rodeo starts at 1:30 on the 22nd; it also runs on Fri., April 20 at 7 pm and Sat., April 21 at 2:30 pm. Tickets range in price from \$14 to \$30 and can be purchased online at www.RedBluffRoundup.com, at the Round-Up office (530.527.1000) and at the gate. For more information, visit the website.