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For the Red Bluff Round-Up

IN THE PINK

Donation from Red Bluff Round-Up and others makes life easier for cancer patients

Red Bluff, Calif. (September 10, 2018) - The Red Bluff Round-Up is making life easier for people undergoing cancer treatment.

Through the Round-Up's 2018 Tough Enough to Wear Pink campaign, \$47,117.57 was donated to Mercy Foundation North, to support Dignity Health St. Elizabeth Community Hospital.

Monies raised were through the auction of a Kentucky Derby package at the Round-Up on April 22, and other fundraisers, including the Red Bluff Rotary's media luncheon, the Red Bluff Fire Department's Boot Drive, a Women and Wine fundraiser, and other donations.

This year's donation goes towards the purchase of an ultrasound system that can be used to access veins for PICC insertions. As cancer treatment progresses, a patient's veins can be harder to access, making the ultrasound machine important. It ensures better accuracy, decreasing the need for multiple attempts when nurses try to access veins, making the process quicker and less invasive. The machine is portable; it will be used for cancer treatment and in other parts of the hospital as well.

The partnership between the Round-Up and Dignity Health St. Elizabeth is important, said Kristen Gray, development officer, Mercy Foundation North. "St. Elizabeth is a non-profit, and any philanthropic support helps us take our patient care to the next level." All funding raised goes towards the oncology department, Gray said. "Every dollar goes to the project. Nothing goes to operational overhead cost."

In the past, Tough Enough to Wear Pink money has funded mammograms for low-income people, the RN Navigator program, and other oncology equipment.

Since the Round-Up began the Tough Enough to Wear Pink initiative in 2006, nearly \$500,000 has been raised for breast cancer treatment in Tehama County.

The 2019 Round-Up is April 19-20-21; tickets are on sale online at www.RedBluffRoundup.com. For more information, visit the website or call the Round-Up office at 530.527.1000.

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Cutline: The "big check" for the Kentucky Derby package auctioned off during the 2018 Red Bluff Round-Up's Tough Enough to Wear Pink initiative is presented. The package was purchased by Haleakala Ranch. From left to right: Mike Dudley (Round-Up board member),

Samantha Haman, Jordan Wright, Rose Crain and Dan Davidson of Haleakala Ranch, Sister Pat Manoli (of Dignity Health), Jolene Kemen (Round-Up board member), Paul Wood (Round-Up board member) James Miller (Round-Up general manager) and Kristen Gray (of Dignity Health.)
Photo by Dave Ramelli.