

Check us out on the Web
www.cowboyupride.com

Cowboy Up
 c/o Karen Haugen
 1015 10th Ave N
 Moorhead, MN 56560



**7TH ANNUAL
 COWBOY UP
 RIDE AGAINST CANCER
 AUGUST 19 - 20**

2010 Memories












Committee Partners

Tim & Karen Haugen	701.367.1518
Roger & Vickie Manske	701.282.7856
Lilly @ Froggy 99.9	701.237.4500
Shawna Olson	701.799.7988
Mike Ray	701.356.1156
Todd & Heather Sagvold	701.640.4397
Verle & Ginny Walter	701.730.0647
Lori Zabel	

www.cowboyupride.com

Friday August 19th

- 2pm Registration opens
- Silent Auction open from 2 - 9pm
- Hamburger stand open from 11am - 10pm
- 6:30 Extreme Race at the rodeo grounds
- 9:00 - Dance to the sounds of Borderline

Saturday August 20th

- 7am Registration open from 7 - 9am
- Silent Auction open from 7am - 8pm
- AK & YK Ranch hosting Free Will Continental Breakfast
- 8am Softball Tournament
- 10am Opening Ceremony
- Survivor Recognition
- Ride Leaves McLeod
- 11am Hamburger Stand 11-9
- Kid's Carnival 11 - 4
- Bingo 11-4
- Museum Open 11 - 5
- 4:00 Bernhardt Horse Sale
- 4:30 Beef Supper served from 4:30 - 7:30
- 8:45 Balloon Release Ceremony
- 9pm Dance to the music of Silverado
- 10pm Candle Ceremony

Sunday August 21st

- 7am Free Will Cowboy Breakfast served by McLeod Historical Society



Cowboy Up Committee 2010 ND Volunteers of the Year

The Cowboy Up Ride Against Cancer committee was honored with an award from the Assoc. of Fundraising Professionals (AFP) as the 2010 North Dakota Volunteers of the Year.

November 15, 2010 was National Philanthropy Day. A special thank you to Denise Laymon, who nominated CU for this award. Denise and her husband have been on the ride every year with us.

It was truly an honor to be recognized by other volunteers and fundraising professionals for the time and work we put into this great event!



Pictured back row left to right - Roger Manske, Todd Sagvold, Verle Walter, Tim Haugen, Bruce Van Den Einde, and Curt Holmlund

Front row left to right - Vicki Manske, Shawna Olson, Heather Sagvold, Ginny Walter, Lori Zabel, Karen Haugen, Carol Van Den Einde, and Pauline Holmlund

Not Pictured - Lilly @ Foggy 99.9 and Mike Ray

Just a Few

2010 Highlights:

840+ -

Number of Beef Suppers Served

498 -

Number of Registered Riders

260 -

Number of Silent Auction Items

30 -

Participants in the Extreme Race

Pre-Register Today

On last years ride you may have noticed some of the riders had on a lilac colored shirt. This year you will see some riders in a yellow shirt.

If you would like to be one of the lucky riders wearing yellow instead of a white shirt here's how.

By simply going to www.cowboyupride.com you can print out a pre registration form, or use the one in this newsletter, fill it out and mail it in before July 1st and you

can choose to receive a yellow or white t-shirt this year.

By pre-registering not only will you have the choice of shirt color but your name will also go into a drawing for an Etched Mug and \$50 in CU Funny Money to spend as a thank you from Cowboy Up.

We want to Thank You for your participation the past 6 years.

We look forward to seeing you all in McLeod !

Who could have imagined...

Seven short years ago Bruce and Carol Van Den Einde asked some of their closest friends to help with a trail ride and supper in McLeod.

The goal was to have 20-30 horses ride through the Grasslands, stop in McLeod for supper, and raise some money for cancer research. But when over 200 riders showed up everyone knew this was going to be BIG!

Each year the Cowboy Up ride has continued to expand it's reach into the community. Many new events have been added over the years including the silent auction, kids carnival, spaghetti feed, softball & horse shoe tourney, the extreme race, horse wellness clinic, motorcycle ride, and many, many more.

What started out as one man's dream to have an afternoon trail ride to raise money to find a cure has grown into a full weekend of family activities each August, and other events through out the year.

Sadly this year Bruce and Carol have made the decision to step down from the Cowboy Up committee. Their vision and dedication to this event will be cherished and missed.

From all of us - for all you have done we say,

Thank You!

Upcoming Cowboy Up Fun

May 21st

Cowboy Up Kickoff Event

Pulled Pork Supper 4:30 - 8:00pm

Silent Auction from 8am-8pm

Dance to Lone Wolf 8pm - 12am

Dilworth VFW

Sponsored by VFW Post 1223 Men's Auxiliary

June 13th

Burger, Brat & Hot Dog Night 5:30 - 8:30pm

Moorhead Legion

Sponsored by Moorhead Post 21 &
Sons of the American Legion

June 18, 2011

2nd Annual Cruising For the Cure

Cowboy Up Ride Against Cancer - Steel Horses

Registration at 11am with the ride leaving from the Sheyenne Bar in Horace at 12:30.

Door Prizes, Games & Tons of Fun!

Free will supper will be served on return.

For more information contact
Roger or Vicki Manske at 701.282.7856

Lifetime Sheriff Award

This year we are pleased to honor our 4 of our past committee members with the Lifetime Sheriff Award. Their commitment to the continued growth of this event is undeniable, and they will always be welcomed as a part of the Cowboy Up family.



Curt and Pauline Holmlund

From her creative design of all the CU print materials to keeping track of all our sponsors, and with his talent at holding Shawna Olson's horse to organizing the CU softball tournament, Curt and Pauline will be missed in the day to day planning of Cowboy Up.



Wes and Cherryl Van Den Einde

When it needs to be done, no matter what it is, with a smile on their face is Wes and Cherryl to take care of it. From pitching in with the softball tournament to cleaning up in the kitchen, from creating the beautiful fire ring each year to slicing cucumbers, we are so lucky to have volunteers like you.

You Can Help Cowboy Up Help More Cancer Patients

Sanford Health has set up an online fundraising site for the participants and volunteers of Cowboy Up to use. firstgiving.org is an easy, secure and personal way for you to ask friends and family to support you in your fight against cancer.

As easy as 1 2 3 you can set up your own personal web page on firstgiving.org. By simply sending out a personal email message to those in your address book, friends and family can make an online donation to Cowboy Up. All online donations made will go directly to the Roger Maris Cancer Center.

With the money we raise each year RMCC has been able to provide things like an ice machine in the family room so families and patients can get ice without having to ask the nurses, adding more blanket warmers, more reading materials, and the snack cart. These may seem like little things, but when you or a family member is "living" at the hospital, it's the little things that mean so much.

We thank each of you who have collected donations for us in the past and we would like to challenge each of you to raise \$100 this year.

The participant who collects the most in online donations will receive a Etched Mug and \$50 in CU Funny Money as a Thank You from Cowboy Up.



Yellow Ribbons for Cancer Awareness?



When we see a yellow ribbon we instantly think of our military men and woman, active and veterans at home and abroad. We think of their service to our country and our freedoms they have fought and died for.

But did you know that the yellow ribbon also represents several different types of cancer too?

Sarcoma & Bone Cancers

Liver Cancer

Bladder Cancer

Testicular Cancer

Childhood Cancer

This year at Cowboy Up we have selected the color yellow as our way of honoring those who have fought, and survived these cancers and to remember those we have lost.

Early detection is key to surviving a cancer diagnosis. Talk with your doctor about your risk factors, what screenings are recommended for you at your age and with your family history.

Rider Pre-Registration Form

Mail in this form before July 1st and you will be entered into a drawing for a _____. Also you can choose from a white or yellow Cowboy Up T-Shirt guaranteed in your size!

Name _____

Address _____

Phone _____

Email _____

All information will be kept confidential and will only be used for Cowboy Up and Sanford Health to keep you up to date on Cowboy Up events and news.

Adult Shirt Sizes

S _____ M _____ L _____ XL _____ XXL _____ XXXL _____

White _____ Yellow _____

Please mail this form with your contribution in the amount of \$25 single / \$75 family (parents and children 16-under)

To: Karen Haugen - 1015 10th Ave N, Moorhead, MN 56560

Please make checks made out to:

Cowboy Up Ride Against Cancer

I am a Cancer Survivor

I am not a rider but would like to make a donation

Cowboy Up Ride Accomplishments

2005 - 210 Riders - \$15,000

2006 - 420 Riders - \$30,000

2007 - 335 Riders - \$34,000

2008 - 448 Riders - \$51,000

2009 - 375 Riders - \$54,000

2010 - 489 Riders - \$54,500

\$238,500

Silent Auction Now Open!

The silent auction is one of the great fundraising activities we have at Cowboy Up. With an average of over 300 items each year there is something for everyone to bid on.

We are so amazed every year at the generosity of the Cowboy Up supporters, but did you know that we are already accepting silent auction donations for this years event? With items from all over the area coming in, from clothing to horse tack and from hand crafted items to golf memberships and sports memorabilia.

If you are planning to make a donation this year to the Cowboy Up silent auction we would appreciate receiving it before the weekend of the event. Of course as always we will be accepting donations at the event, but having as many of the items ahead of time as possible allows us to have more items out when the 1st riders come into register on Friday afternoon. If you need to have an item picked up or need a drop off point please contact any of the committee partners listed on the back page.

Thank You for Your Extreme Generosity!