

www.cowboyupride.com  
Check us out on the Web

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



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

- 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

## 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

- 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](http://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 Cheryl Van Den Einde**

When it needs to be done, no matter what it is, with a smile on their face is Wes and Cheryl 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.

## 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**

## 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

## 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!**