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FISCAL IMPACT REPORT

SPONSOR Garcia, MJ **ORIGINAL DATE** 03/10/09
LAST UPDATED _____ **HB** _____
SHORT TITLE "Tough Enough To Wear Pink Day" **SM** 59
ANALYST Haug

APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Non-Rec	Fund Affected
FY09	FY10		
	NFI	Recurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

SOURCES OF INFORMATION

LFC Files

Responses Received From

Higher Education Department (HED)

SUMMARY

Synopsis of Bill

Senate Memorial 59 recognizes Cowboys for Cancer Research and New Mexico State University student athletes for their continued support of cancer research in New Mexico; and declares March 11, 2009 "Tough Enough to Wear Pink Day" in the Senate.

FISCAL IMPLICATIONS

No Fiscal Impact.

SIGNIFICANT ISSUES

Cowboys for Cancer Research is a volunteer group that was originally organized by retired telephone company workers to honor the memory of Alma Cohorn, the wife of roper Kenneth Cohorn, who died of cancer.

For more than a quarter of a century, Cowboys For Cancer Research has sponsored team roping and a dinner-dance in Las Cruces to support cancer research at the University of New Mexico and New Mexico State University.

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Cowboys for Cancer Research has built an endowment worth one million dollars (\$1,000,000), the spendable portion of which is directed to cancer research conducted jointly by the University of New Mexico and New Mexico State University.

Cowboys for Cancer Research constitutes the largest single consistent contributor to the University of New Mexico Cancer Center.

For the last several years, cowboys for cancer research has joined with New Mexico State University in its "tough enough to wear pink" breast cancer awareness events on campus and at athletic competitions.

In addition to making financial contributions, men and women can show their support for breast cancer research in a visible way by wearing pink.

According to the HED, in 2008, C4CR's 26th annual event and the 2nd annual NMSU Aggies ARE Tough Enough to Wear Pink Breast Cancer Awareness Initiative raised a combined \$800,000 including a cash contribution to the C4CR/Alma Cohorn Memorial Endowment of \$400,000. The total amount contributed to the endowment is now over \$1,000,000. The 2009 C4CR event will be held on Friday, October 9 at the Dickerson's Event Center with the rodeo event held October 10 & 11 at the Calhoun Arena North of Las Cruces.

GH/svb