



NEWS RELEASE

January 21, 2010
FOR IMMEDIATE RELEASE

FOR MORE INFORMATION
Becky Forbes 308.390.3882

Cattlemen's Ball Offers Creative Way to Give Cancer the Boot

Unique "Public Art" Project Will Raise Money to Fight Cancer

KEARNEY, NE—Officials for the 2010 Cattlemen's Ball have come up with a unique way for Nebraskans to "give cancer the boot" by giving them the opportunity to decorate a 3-foot-tall fiberglass boot anyway they like!

The white fiberglass boots, manufactured by IconPoly of Gibbon, Nebraska, will serve as a "canvas" for the creativity of Nebraska individuals and businesses that take part. For a \$500 donation toward the fight against cancer, individuals or businesses will get a 3-foot-tall boot to decorate in whatever way the creative spirit moves them. Boots must be purchased no later than January 31, 2010.

"Businesses can have their employees decorate the boots—or they can enlist a local artist to do it for them," said Becky Forbes, chair of the boot art project for the Cattlemen's Ball. "Some purchasers intend to involve their local elementary schools and

let the students decorate the boot as an art project. Purchasing the boot is a great way to donate to the fight against cancer—and help people express their creativity.”

The fiberglass boots can be purchased online at www.cattlemensball.com or by contacting Becky Forbes at bootsales@cattlemensball.com. Boots will be delivered to participating businesses the week of March 29, 2010. The website includes a list of local artists as well as instructions on how to decorate a boot.

Participating boot buyers are asked to have their decorated boots on display in their business, school or other venue by May 17. All boots will be picked up by Cattlemen’s Ball volunteers on Wednesday, June 2 so they can be used as part of the décor for the event.

Attendees at the Cattlemen’s Ball will vote on their favorite decorated boot, and the top three will be auctioned off that evening to raise additional funds for cancer research. Remaining boots will be returned to their original purchasers.

“This is really a public art project with a difference,” Forbes said. “The difference is that we’re raising money to fight cancer—and everyone has had their lives touched by this disease, either personally or through someone they know and love.”

The Cattlemen’s Ball, held this year in Kearney on June 4 and 5, is the state’s premier fundraiser for the fight against cancer, with 100% of the dollars raised staying in Nebraska. Country music superstar Randy Travis is the featured performer at this year’s event. The 2010 Cattlemen’s Ball is being hosted by Norris and Lori Marshall at their acreage south of Kearney. The event is informal and open to the public.

The Cattlemen’s Ball is hosted by a different Nebraska ranch or feedlot every year. Its mission is to raise money for cancer research at the UNMC Eppley Cancer Center, while

showcasing rural Nebraska and promoting beef as part of a healthy diet. Since its inception, the Cattlemen's Ball has raised more than \$3.7 million. In addition to providing funds to the Eppley Cancer Center, a portion of the funds is also targeted for local healthcare organizations.

For information on the 2010 Cattlemen's Ball or for ticket information, visit **www.cattlemensball.com**.