



TETWP makes unisex gear, like this pink and black trucker-style cap, that'll work well for ladies and their cowboys.

All on Board

This black cotton hat with pink bill from Tough Enough to Wear Pink (TETWP) has a trucker-style, mesh back that allows for maximum ventilation in the heat of riding.

More info: \$20; (866) 910-PINK; toughenoughtowearpinkstore.com.

Girl Power

Silver, stamped Protect This Woman earrings from Gypsy Soule are a power piece to add to your pink-out awareness outfit, or to wear as a statement item on any day of the week.

More info: \$52; (871) 594-6383; gypsysoule.com.



Supportive Sips

A blend of Cabernet Sauvignon and Syrah, Tenacious Red by Purple Cowboy pairs well with cowboy favorites, like grilled tri-tip of beef roast (a favorite of Paso Robles cowboy wine country) and other barbecue staples. Purple Cowboy is a proud supporter of Tough Enough to Wear Pink; so think of every sip as a contribution to breast cancer research.

More info: \$12 per bottle; purplecowboy.com.



For the Love of Pink

Cool tack: Weaver Leather Pretty in Pink headstall, item 10-0225.

Why we like it: This traditional piece, plus bling, is highlighted with etched spots, light-rose Swarovski crystals, and specialty conchos.

Perfect for: Someone who needs to tack their horse up for a breast cancer awareness Western event, or a girl who loves her horse in pink.

Bonus: Proceeds help support breast cancer research.

More info: \$167.20; (800) 932-8371; ridethebrand.com.

Got Pink?

Tough Enough to Wear Pink, the Western horse world's primary breast cancer charity campaign, began in 2004. By 2011, more than 300 Western and extreme sports events (such as the TETWP Horse Show, Red Bluff Round Up, and others) have supported this and other fundraising efforts. The campaign has raised more than \$17 million for breast cancer charities within the U.S. and Canada, including Breast Cancer Research, Susan G. Komen, and local chapters.

BOOTS WE LOVE

Don pink boots that donate to a particular fund, or just to show support for the cause. You can find the perfect pink boots in just about every make, model, or size.



Rocky

Style: Stefanie Spielman Fund.

More info: \$159.99; rockyboots.com.



La Grange

Style: Wings of Hope.

More info: \$299.95; lagrangeleather.com.



Ariat

Style: Nashville.

More info: \$99.95; ariat.com.