



## **Bras with Flair on the Square**

*Decorated bras, event on Fountain Square to promote breast health*

What better way to raise awareness about breast health than through the garments that support them? Cincy Chic ([www.cincychic.com](http://www.cincychic.com)), the only online publication for women in Greater

Cincinnati, is proud to host "Bras with Flair on the Square," a unique and fun way of raising awareness about breast cancer.

Individuals, organizations and businesses in Greater Cincinnati are encouraged to decorate bras and drop them off, with a monetary donation of their choice, at any Greater Cincinnati Panera Bread location, or the Havana Martini Club downtown on Fifth St. between Race and Vine Sts. Panera Bread is offering a discount coupon for each bra donation, and Havana Martini Club is offering a discount on "Ta-Ta-Tinis" available only to those dropping off a donation. Donations will be accepted from Oct. 1-Oct. 23.

From Oct. 20-24, from 11a.m.-7p.m. each day, the bras will be displayed on Fountain Square in downtown Cincinnati for all to see. The Jewish Hospital will have a call center set up on the square to schedule mammograms for eligible women at the event, La Silhouette will be displaying and selling high-end lingerie, and Kama Salsa will be providing free salsa dancing lessons each day from 6-7p.m. on Fountain Square. In addition, the beauty experts from Avalon Salon and Day Spa will be on the square providing free 10 minute back massages and manicures - all participants' nails will be painted with the signature breast cancer awareness pink hue!

All donations accepted with the bra drop-offs and for the free services provided on the square will be donated to the American Cancer Society. All funds will be earmarked for local breast cancer awareness programs that directly benefit women in Greater Cincinnati women. Cincy Chic has a lofty goal of raising \$10,000 for the American Cancer Society, and with Cincinnati's generosity, that will be possible!

Cincy Chic suggests donors get creative and express themselves with their decorative bra donations. Organizations and businesses are encouraged to use their logos and creatively express their company or organization's support for breast cancer awareness.

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"Bra Drives" for bulk donations and company matching of financial donations are also encouraged. In fact, the top three bulk donations will be publicly recognized at the press conference held on Oct. 29 where total fundraising amounts will be announced.

With the help of its official media sponsors, WKRQ (Q-102) and WXIX (Channel 19), this event will be heavily publicized and Cincinnatians will be encouraged to view the decorated bras, and take advantage of the free services being offered on Fountain Square. With their support, thousands will see the decorative bras.

Breast cancer kills about 400,000 women worldwide each year. This one-of-a-kind event will encourage women to be vigilant of those staggering numbers and their own breast health during October (National Breast Cancer Awareness Month), as well as the other 11 months of the year for the rest of their lives.

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**CONTACT:**

Cincy Chic Editor, Publisher  
Amy Storer  
[astorer@cincychic.com](mailto:astorer@cincychic.com)  
513.675.3586