



**CHARITY CHICKS**  
— HOUSTON —

**Contact:**

Jayne Lamm  
757.617.8448

August 4, 2009  
FOR IMMEDIATE RELEASE

**Introducing BRA ART – A New Way to Fight Breast Cancer**

Houston – Charity Chicks Houston continues to fight strong with their promise to raise awareness and money for worthy non-profits in a fun, creative way as they roll out BRA ART.

BRA ART is a unique themed bra decorated with love, hope and courage by groups or individuals raising money and awareness for breast cancer and The Save the Ta-tas Foundation. The group welcomes and encourages creativity for each bra to be a masterpiece of art, whether it's in honor of someone who's battled the disease or something completely out of the ordinary. This is Houston's chance to show what creativity and good will lurks in each and every mind.

“We got the idea from an event in Virginia, where the other Charity Chicks founder is from,” said Tam’ra Powell, co-founder of Charity Chicks Houston. “We wanted to take the idea 10 steps forward and really make it fun. We are so blessed to live in a large urban city with artists coming out of the woodwork, we really wanted to appeal to those groups.”

The group will showcase the Top 50 BRA ART entries at their BRAtober 16<sup>th</sup> event at the Bering and James Art Gallery where the winner will be based on People's Choice. The BRA ART and BRAtober 16 event will give all net proceeds to The Save the Ta-tas Foundation. The Save the Ta-tas Foundation exists for the advancement of breast cancer awareness, education and prevention, and to aid in the fight to find a cure. This national organization is supported by a growing base of like-minded individuals and businesses who share the view that "laughter heals" which is similar to the volunteers Charity Chicks recruits.

The winner will receive an unprecedented amount of paparazzi-like attention at the event and in the press, as well as be named the co-donor of raised funds to The Save the Ta-tas Foundation. The only 2 rules to submit a BRA ART entry are to be creative and to include nothing X-rated on the bras. The bras were generously donated by Maidenform. To sign up or learn more, visit [www.charitychickshouston.com](http://www.charitychickshouston.com) and donate \$50 to The Save the Ta-tas Foundation. All entries must be submitted by October 3 in order to be eligible.

“We feel every person has some sort of creative gene in their body so this ‘contest’ really does give everyone an equal chance. The winner is judged on creativity and it’s all in the name of ta-tas, so bring on the donations. Thankfully Maidenform donated plenty of bras, so don’t hesitate if you want to decorate a couple of them!” Powell continues.

-- CCH --

Charity Chicks Houston got the great idea from Charity Chicks Orlando (unaffiliated, but a truly inspiring group of women) and then added their own flair to the group in Houston.

The group meets throughout the year for a host of reasons and causes. Charity Chicks Houston plans at least one event per quarter to support a local charity either by volunteering or raising money - or both. The group also attends and helps with other activities throughout the year to continue to promote the plethora of charitable events in the great city of Houston.

The events and the organizations CCH chooses to support vary throughout the year based on current situations and the passion of members. The group is not affiliated with any particular non-profit organizations. The group is unpaid and there are no time or financial commitments to join or participate.