

Bra, tie decorating contest benefits Believe Walk

MOLLY DAVIS, Staff Writer

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REDLANDS - What's one good way to raise awareness about breast cancer? Show off your bra, of course.

Or tie. J.D. Myers is accepting both as part of its "Fancy Bras and Ties-Of-Support" contest to raise awareness for the 4th annual Believe Walk, which raises awareness of breast cancer.

"It's intended to be a fun event," said event chairwoman Beth Sanders. "We've gotten amazing responses."

Stater Bros. Charities and Inland Women Fighting Cancer are encouraging people to submit decorated bras and ties as part of a contest to promote the walk. Contest entries are being collected at J.D. Myers, a downtown Redlands boutique, that will display the entries.

"Everyone has their story," said store manager Juli Heman. "Cancer touches all of us."

Entries will be accepted until Sept. 16, and will be judged Sept. 30. The first prize winner will receive a weekend getaway to South Coast Winery in Temecula. Second and third place winners may receive prizes from downtown businesses. There will also be a "people's choice" award, voted on by the public.

Once more entries are collected, they will be displayed at J.D. Myer, said Heman.

In addition to the bras and ties, store owners are encouraged to participate in the window display contest downtown, also to be judged Sept. 30.

"It's a very community-based event. The downtown is so precious to us," Heman said.

The decorated bras and ties will also be placed on the

support van that will be included in the Believe Walk festivities to support the walkers as they stroll through downtown.

Entries are judged based on creativity, originality and use of materials, said Sanders.

"We saw people bring in their entries, and share their stories," Sanders said. "It grew from a fun thing to quite a meaningful thing."

- molly.davis@inlandnewspapers.com

If you go

The Believe Walk will be held Sunday, Oct. 2, in downtown Redlands.