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Redlands bra contest supports battle against breast cancer

By Molly Davis Staff Writer

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 promote the fourth 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 for the contest. Entries are being collected at J.D. Myers in downtown Redlands. The store will then display the entries.

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

Entries will be accepted until Sept. 16 and will be judged Sept. 30.

The winner will receive a weekend getaway at South Coast Winery in Temecula. The second- and third-place winners may receive prizes from downtown businesses. There will also be a "people's choice" award winner.

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.

IF YOU GO

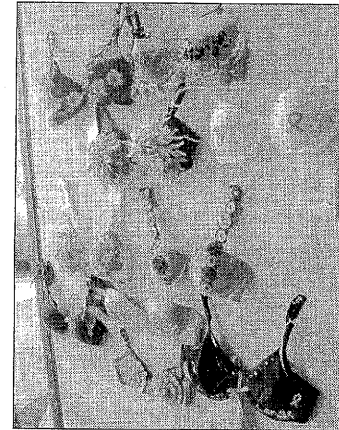
The Believe Walk will be held Oct. 2 in downtown Redlands. Contest entries will be judged Sept. 30.

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 will be judged on creativity, originality and use of materials, Sanders said.

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

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Entries in the "Fancy Bras and Ties-Of-Support" contest are on display at J.D. Myers in downtown Redlands. The boutique is holding the contest to raise awareness for the annual Believe Walk on Oct. 2.

Courtesy Photo