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Marketing/PR Chairman – Success in the City

**Success in the City Sets Date for 2nd Annual “Cups Full of Hope” –
A “Bra Art” Exhibition & Auction Fundraiser
Supporting Young Women with Breast Cancer**

Public Call for Bra Designs Announced

AUGUST 1, 2011 – (Tysons Corner, VA) – Back by popular demand, leading women’s organization **Success in the City** is gearing up to host the **2nd Annual “Cups Full of Hope”** event – a Bra Art Exhibition and auction fundraiser supporting young women with breast cancer. The event will take place on **Wednesday, October 5, from 6-8PM** at the Greater Reston Arts Center located in Reston Town Center. The unique art event brings together survivors, supporters, benefactors, local celebrities and friends of young women living with breast cancer for a celebration. Over 150 people attended last year’s event, with over 100 bra designs submitted from the across the DC Metro area. Each bra is available for sale via a silent auction in which proceeds benefit local breast cancer non-profit the [Tigerlily Foundation](#). This year’s Honorary Chair will be **Rep. Debbie Wasserman Schultz, U.S. House of Representatives, D-FL** and **Chair of the Democratic National Committee** who is a breast cancer survivor.

“Success in the City is excited and filled with anticipation for our 2nd Annual Cups Full of Hope, said Cynthia de Lorenzi, Founder/CEO of Success in the City. “Last year’s bra art design submissions flooded in to our offices from across the metropolitan region and each reflected the creativity, imagination, sorrow, loss, joy, and hope for one day finding a cure for breast cancer. We were touched by the stories that accompanied each of the design submission and can only begin to imagine what beautiful and thought-provoking works of art that will be on display this year.”

A Public Call for Bra Designs

Success in the City and the Tigerlily Foundation welcome moms, grandparents, friends, kids, artists, schools, businesses, and even men to design and submit a bra for the event. If you have the gift of creativity and want to help in the fight against breast cancer or honor a loved one, the public is encouraged to submit bra designs. **All bra entries must be a new, padded, 36C bra with underwire & straps fully extended as a design base.** Bras transformed into extraordinary works of art will be the center stage at the event. Guest judges will choose 1st, 2nd and 3rd place prizes. The region can also participate in a People’s Choice poll voting on their favorite design. The fee to submit a decorated and designed-by-you bra is \$25. **Deadline to submit bra designs is September 15th.** Additional submission guidelines are located at: <https://www.successinthecity.org/civicrm/event/info?reset=1&id=45>.

View Last Year's Entries: <http://cupsfullofhope.com/2010-bra-gallery/>

The Tigerlily Foundation’s mission is to educate, advocate for and empower young women - ages of 15-40 – before, during and after breast cancer.

Ticket sales for the event are available for \$50 for Success in the City members and \$75 for non-members. A portion of the proceeds will benefit the Tigerlily Foundation. For sponsorship information, please visit <https://www.successinthecity.org/civicrm/event/info?reset=1&id=45>.



Current sponsors for this year's include Reston Hospital Center, The Goal Inc., Calvert Rejuvenations, Kendra's Cookies, Skinny Water, R. Scott Kelly Photography, and Brett Cordeau Photography.

EVENT DETAILS

What: 2nd Annual Cups Full of Hope – Bra Art Exhibition & Auction Fundraiser Event – Supporting Young Women with Breast Cancer

Presented by: Success in the City

When: Wednesday, October 5, 2011

Where: Greater Reston Arts Center 12001 Market Street Suite #103 Reston, VA 20190 (located in Reston Town Center)

Time: 6-8PM

Website: www.successinthecity.org

Event Registration/Cost: \$50 for Success in the City members/\$75 for non-members.
<https://www.successinthecity.org/civicrm/event/info?reset=1&id=45>

Bra Entry Fee: \$25 to submit a decorated/designed-by-you bra.

Event Proceeds: Benefit The Tigerlily Foundation.

About Success in the City

Known for its unique, fun and unconventional business networking events, Success in the City has been creating buzz since its premier event in April 2004. Success in the City has grown to become the smart, upbeat professional women's answer to the "good old boys" network. The organization operates on the premise that "trust and humor are key elements for women in developing meaningful friendships and, once those relationships are formed, 'deals on heels' are sure to follow." Members are women entrepreneurs, senior-level executives and CEOs based in the DC metro area. Success in the City has grown to more than 300 members in the Washington, DC Metro area. For more information, visit www.successinthecity.org.

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