

GET CREATIVE

For more information about ARTrageous Bras or to become an event sponsor, call **912-466-3360** or visit sghs.org/artrageous.



Bras for a Cause ARTrageous

Creative fundraiser benefits cancer care programs

Each entry starts as a plain white bra.

Then, thanks to a little competition and a lot of creativity, the bras are transformed into works of art adorned with ribbons, rhinestones, seashells and just about anything else you can imagine.

During the first phase of the annual ARTrageous Bras fundraiser, the Southeast Georgia Health System Foundation invites Health System team members, local businesses and community members to donate \$25 in exchange for a bra. Bras are decorated in a theme limited only by imagination and then returned to the Foundation.

The bras are displayed in the Horton Gallery on the Brunswick Campus and in the Camden Campus art gallery, which allows everyone an opportunity to view the creations and cast \$1 votes for their favorites throughout Breast Cancer Awareness Month in October. Photos of the ARTrageous Bras are also posted on

the Health System's website for electronic voting. Competition can be fierce during this second phase of the fundraiser, often resulting in daily changes to the bras earning the most votes.

In the final phase, the bras that have earned the most votes are modeled during a spirited live auction, and the remaining entries are displayed in a silent auction. These free community events are held in Brunswick and Kingsland, Ga.

In 2016, ARTrageous Bras generated more than \$18,000 for the Health System's cancer care programs. The winning bra — "Got Milk," a sundae-themed bra complete with straws and cherries on top — raised \$350 in the live auction and more than \$3,200 in votes.

Event proceeds are used to assist uninsured patients with breast screenings and cancer care, cancer education materials and Got Your BackPax™ — a program in which breast cancer patients beginning chemotherapy

at the Health System's Cancer Care Centers receive backpacks filled with comfort items such as blankets and ginger drops to stem nausea.

Between the spirit of the designs and the positive impact on cancer patients, ARTrageous Bras isn't just a fundraiser. The event is an inspiring display of communities coming together to fight cancer and to help cancer patients thrive. ●

ARTRAGEOUS BRAS

Live and Silent Auctions

Thursday, Nov. 2, 6–7:30 p.m.
Laurel Island Links Clubhouse
233 Marsh Harbour Pkwy.
Kingsland

Friday, Nov. 3, 6–7:30 p.m.
Ritz Theater
1530 Newcastle St.
Brunswick

