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Inaugural Denver Event “Bra Art” Supports Denver Affiliate of Susan G. Komen for the Cure®

Over 40 bras have been created as works of art and are available at auction

DENVER, Colo., September 17, 2009—Forty three (43) artists, celebrities and community leaders have created one-of-a-kind bras that will be exhibited and auctioned as works of art. This first-time Denver event is called “Bra Art” and 100 percent of all funds raised will be donated to the Denver Metropolitan Affiliate of Susan G. Komen for the Cure.

The inaugural exhibition and reception, sponsored by The Market Creation Group, will be held from 6-9 p.m., Friday, October 2, at their studios, 910 Santa Fe Drive, Studios 11 and 12. The opening night reception is a special feature of the ArtDistrict on Santa Fe’s “First Friday Art Walk” and the public is invited.

Throughout the rest of October, the bras will be displayed at various galleries and studios in the ArtDistrict on Santa Fe, including Artists on Santa Fe, Co-Art Gallery, Core New Art Space, Grace Gallery Fine Art, Habitat Gallery & Studio and Reed Photo-Art Gallery. Anyone interested in owning a Bra Art original can bid online at www.braart.org in an auction that runs until the end of month.

The Bra Art project was inspired by Joni Goheen, Lakewood, when she learned that her husband’s three nieces are currently battling breast cancer and are between the ages of 18 and 22. For one of them, her breast cancer fight started when she was 13. “We love their positive spirits,” Goheen said, “and I felt compelled to do something which would allow me to dedicate something positive in honor of Tessie, Katie and Becky.”

Goheen modeled Bra Art after the successful “Mask Project” founded by Denver Hospice. She organized the artists, celebrities and community leaders who volunteered their designs and creations; and organized the exhibition venue and partnerships to bring this event to reality.

Some of the artists who have contributed their talents to Bra Art include Christine Chang, anchor, KMGH-TV; Eric Kehe, director of photographer, KUSA-TV; Pat Woodard, KOA Radio; John Larson, correspondent for *Dateline NBC*, the *Today* show, and *NBC Nightly News*; Michelle Field, Mrs. Colorado International 2009; Steve Sucker co-host/weatherman KOB-TV, Albuquerque, NM; Boyd Huppert, reporter, KARE-TV, Minneapolis; and Bev Chapman, reporter, KMBC-TV, Kansas City.

For more information about the project and the list of artists, visit www.braart.org.

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The Denver Metropolitan Affiliate of Susan G. Komen for the Cure was founded in 1994, the year after the first Komen *Denver Race for the Cure*. The Affiliate strives to save lives, empower people, ensure quality care for all and energize science to find the cures. The Affiliate has awarded more than \$23 million to a variety of non-profits that provide breast health/breast cancer services to the uninsured and underinsured in the 12-county service area. The Affiliate currently funds 36 projects, totally more than \$2.83 million and has contributed 25 percent of annual net revenue to breast cancer research through the national organization.

Denver's ArtDistrict on Santa Fe is a unique art and cultural district with more than 40 galleries, restaurants and shops located just south of downtown Denver. The ArtDistrict is filled with contemporary, emerging and traditional art including painting, sculpture, photography, mixed media, graphic art and textiles. The ArtDistrict opens its doors freely to lively Denver crowds for popular events such as the *First Friday Art Walk*, held every first Friday of the month and *Collectors' Night* held every third Friday of the month.

About The Market Creation Group

The Market Creation Group (MCG) is a Denver-based, business-to-business marketing firm that delivers results-driven marketing research, strategy, and creative services to a growing portfolio of premier technology clients. Our full-service approach to marketing makes us the ideal partner for companies that need a cost-effective solution for gaining a competitive edge in the marketplace and effectively launching new brands, products, and services. Learn more about MCG – your dream team of marketing – at www.marketcreationgroup.com.

Joni Goheen is an independent marketing consultant who works with businesses and nonprofits on a local and national level.