



Celebrating Breast Cancer Awareness and Survivors October 1-31, 2025

The Paint Nevada Pink "Bras for a Cause" is a unique event to celebrate cancer survivors, creativity, and community. Using a bra as the canvas (preferably 38-C), organizations and community members are invited to create original, inspiring, or even funny art using breast cancer as their inspiration.

These works of bra art will be showcased at the October 1st Bras for a Cause Fashion Show at Locomotion Plaza in downtown Reno, followed by the pink lighting of the Reno Arch for breast cancer awareness. Bras will also be a part of a mobile exhibit that will be displayed at different locations in Reno throughout the month of October. All proceeds from this event will go to the NCC Cancer Assistance Fund to provide uninsured and underserved people with mammograms and diagnostic services.

A limit of 40 bras will be allowed into the fashion show on a first-come, first-served basis, so get your form and payment in soon! All bras will be accepted for best bra voting and for the mobile exhibit. Completed forms & payment are due by September 19, 2025.

How to Enter

Individual entry - \$20 suggested donation

Business/organization entry - \$75 suggested donation

Entries can be made online with credit card donation at the link below. To donate by cash or check, [download the fillable entry form here](#).

Please make checks payable to: Nevada Cancer Coalition and mail to/drop off at:

Nevada Cancer Coalition
5250 Neil Road, Suite 203
Reno, NV 89502



Official Rules

1. To be a contender for the bra fashion show, all bras must be able to be worn by our "runway models" (most likely fraternity brothers!). Bra recommendations include:
 - Back Closure Only
 - Preferably full coverage/padded and store purchased (not handmade); pre-loved bras are acceptable as long as they are clean.
 - A tank top undershirt (unisex size large) or a sports bra (size large) is also permitted.
 - Bras that do not follow the above-stated guidelines, and some sports bras that do not clasp, will be displayed but may not be modeled.
2. There is no theme for the decorations, so get creative and pick a theme that represents who you are or what you want to represent. However, this is a family-friendly event, so decorations that are overtly sexual or explicit in any way will be disqualified (subject to NCC's discretion).
3. Participants are responsible for supplying their bras and all decorating materials. Bras should be commercially made and can be new or a clean gently used bra.
4. All decorated bras must be completed and delivered to Nevada Cancer Coalition on or before September 19, 2025. Each bra should be in a bag or box with the entry name and contact information attached.
5. All the bras featured in the fashion show will be exhibited on a mobile bra exhibit throughout the month of October at different locations throughout Reno.
6. Bras may be picked up at Nevada Cancer Coalition after November 3, 2025. Please coordinate with NCC to pick up your bra- info@nevadacancercoalition.org. Bras not claimed by Dec. 1 will be retained by Nevada Cancer Coalition or discarded.
7. Contestants should attend the evening event, planned for Oct. 1 from 5:30-7:30 p.m.

Voting and Awards

Voting on the bras will take place at the fashion show on October 1st. Each event attendee has the opportunity to submit their votes. The top three winners in each category will be announced and receive the following:

- Business/Organization: Trophies/certificates and the chance to display the mobile bra art exhibit at your place of business during the month of October.
- Individual Entries: Prizes will be awarded for first, second, and third place.

TIPS for creating a great bra:

- ☐ Please consider the safety of our models who will be wearing the bras and ensure there are no pins sticking out, staples, or anything else that could puncture the skin. If a bra has the potential to cause injury, it will not be modeled.
- ☐ Themed bras are great! Do you work in construction, run an alpaca farm, or teach elementary school? Think hard hats, fur lining, or school supplies. Puns are fun too!
- ☐ Ensure you use a quality adhesive so your decorated bra will successfully survive transport, modeling, and display. We will do our best to ensure your bra stays pristine, but well-constructed designs are appreciated.
- ☐ Consider decorating all parts of the bra – cups, straps, the back. Everything counts!
- ☐ Different art forms are encouraged. Think about painting, mosaic, or fiber crafts as options!
- ☐ Have fun!