



NEW ORLEANS WOMEN'S WEEKEND EXPERIENCE

**FestiGals.org**

**June 22-24, 2017**

**MEDIA CONTACTS:**

**Diane B. Lyons**

FestiGals Founder & Producer

Office: 504.524.1227

[diane@festigals.org](mailto:diane@festigals.org)

**Ashley Hilsman**

FestiGals Project Manager

Office: 504.524.1227

[ashley@festigals.org](mailto:ashley@festigals.org)

**FOR IMMEDIATE RELEASE**

**Announcing FestiGals  
'Join The Challenge – Bling A Bra'**

**NEW ORLEANS, LA (March 20, 2017)** – Girlfriends are like bras, close to the heart and always there for support. So why not mix the two for a great cause!

**FestiGals** wants **YOU** to rally your friends for a 'little bit of friendly competition' to support two worthy organizations that care for women with cancer. *The Challenge* provides a fun, easy and creative way to make a positive difference. Here's how it works.

First, go to [www.FestiGals.org/blingabra](http://www.FestiGals.org/blingabra) to get started on bedazzling, decorating or transforming a bra into your very own personal work of art. No, you don't have to be a budding Picasso to participate.

Next, register your bra online and take to social media, pick up the phone or shout from the mountaintop and spread the word to friends and family to garner support for your entry. Every dollar committed to support you in the contest brings you one step closer to the top. Your ability to rally the troops is the key to success in this competition.

At sign up, FestiGals will provide you with a personalized web page to upload photos of your braART along with a personal story, your fundraising goal and any other information you wish to share. Supporters will be able to make donations directly to your page.

Each dollar raised counts as a vote towards winning *The Challenge*. Proceeds from the sales of the bras and braART, will be donated to **Breastoration** and the **Cancer Association of Greater (CAGNO)**.

As a nonprofit organization founded by women for women, FestiGals embodies a tradition of focusing on timely issues that impact women. In only six years, FestiGals signature fundraising initiative, *Bodacious Bras for a Cause*, has generated over **\$130,000** for women in need. *The Challenge* is the perfect way to get EVERYONE involved in an important fundraising effort. Whether you're a student, a career woman or a busy stay-at-home mom, this is a great way for YOU to make a difference.

You're automatically a winner just for signing up but the top three-braART finalists will receive **complimentary invitations** to FestiGals *Bodacious Bras for a Cause Luncheon* on **Saturday, June 24<sup>th</sup>**. This coveted event showcases select braART that will be featured in a live auction format for the grand finale to this philanthropic effort.

All participants who take *The Challenge* receive **complimentary admission** to FestiGals *Stiletto Stroll*, a New Orleans style second-line parade that rolls down the CBD Saturday evening **June 24<sup>th</sup>**. There's no better way to celebrate your commitment and show off your creation than by joining other women who'll be strutting their stuff on parade day.

FestiGals *Bodacious Bra Challenge* is a fun and easy way to step up and do your part for someone with cancer. So, grab your glue gun, glitter and feathers and let your creativity shine. You must register by **May 22** to participate in this unique fundraising initiative.

Start crafting today because *The Challenge* ends **June 5<sup>th</sup>**! Sign up for your mother, your sister, and your best friend or do it to honor someone you loved and lost to cancer.

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#### ***About FestiGals***

*FestiGals is a 501(c) (3) non-profit organization. **Diane B. Lyons**, DMCP, CMP and **ACCENT DMC**, a DMC NETWORK COMPANY, produce the annual event held in **New Orleans** each June. FestiGals maiden-voyage in 2011 attracted over 150 women. Last year, over 2,500 women from across the country converged on the Crescent City for the weekend-long celebration. The **New Orleans Tourism Marketing Corporation**, the **New Orleans Convention and Visitors Bureau**, and the **New Orleans Chamber of Commerce** all endorse this unique women's event. Collectively, the FestiGals fundraising initiative, "Bodacious Bras For A Cause," has raised over \$130,000. For more information on FestiGals, visit [festigals.org](http://festigals.org).*

#### ***About Cancer Association of Greater New Orleans***

*Since 1958, the Cancer Association of Greater New Orleans has been the local leader in the fight against cancer. CAGNO, a non-profit **United Way community impact partner**, prides itself in protecting and defending the community against cancer through education, outreach, research and assistance of needy cancer patients. CAGNO's patient services program provides vital prescription medications and necessities to cancer patients who otherwise would have to do without. For more information about CAGNO, visit [cagno.org](http://cagno.org) or call **504-733-5539**.*

#### ***About Breastoration***

*The Breastoration Fund was created by breast cancer survivors to help breast cancer patients access the treatment no one talks about – breast reconstruction following surgical mastectomies. In addition to its education and advocacy efforts, the Breastoration Fund provides financial assistance to cover ancillary expenses of women seeking breast reconstruction in CAGNO's service area. The Breastoration Fund provides education and support for the critical final step in the physical and emotional healing of a breast cancer survivor. For more information about Breastoration, visit [breastoration.org/wp/](http://breastoration.org/wp/) or call **504-733-5539**.*