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FOR IMMEDIATE RELEASE

Bring a bra or binder to “BraVa!” a unique story-telling event to be held Thursday, November 5, 2026.

TROY, NY – The eleventh annual event to benefit both the residents of the YWCA of the Greater Capital Region, Inc., as well as people in need in the greater Capital Region, is coming to Troy on Thursday, November 5, 2026.

“BraVa!” a fundraiser that will provide new bras to those in need at the YWCA-GCR and the greater Capital Region, will be held at The Arts Center of the Capital Region, 265 River St. in Troy, from 6 - 8:30 p.m. The Arts Center is a partner in the event which will feature talented writers from around the region who will read jury-selected poems and essays or perform songs and monologues on the subject of brassieres in their lives. The pieces artistically explore bras from many viewpoints and range from the poignant to the hilarious.

Attendees must each bring a new bra or binder (large sizes preferred) to the event in addition to a \$35 admission to cover savories, desserts and refreshments. A cash bar will also be provided.

“YWCA-GCR offers safe, affordable housing for those who come to us in dire need, often with only the clothes on their backs. We are always able to provide basic personal and hygiene items,” said CEO, Starletta Renée. “And now, thanks to the overwhelming success of BraVa!, we can provide something that is greatly needed - a new bra or binder. This foundational garment is key to helping rebuild confidence and strength as people re-enter the world on a fresh path.”

The idea for the event developed out of a conversation between author, editor and teacher Marion Roach Smith, who taught memoir writing at the arts center and Malissa Pilette-McClenon, former Director of Development and Marketing at the YWCA-GCR. “When we were discussing holiday needs for the residents, Malissa told me that bras are always in desperately short supply,” Roach Smith said. “This struck a powerful chord with me and we decided right there to do something about it.”

To date, BraVa! has collected more than 4,500 new bras and binders that have been distributed to those who need them.

Supporters can now purchase tickets online at <https://brava26.eventbrite.com>

Those who can’t attend the event but want to support the cause can drop off a new bra at YWCA of the Greater Capital Region, Inc. in Troy. Monetary contributions toward the purchase of bras can be made at www.ywca-gcr.org/donate

The logo and other artwork for BraVa! were designed by artist and educator Paul Miyamoto and his design class at Rensselaer Polytechnic Institute.