



## **MEDIA RELEASE: SO BRAVE**

FOR IMMEDIATE RELEASE: 04/10/2021

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### **Pop-Up Gallery & Markets Supporting 'So Brave' Young Women's Breast Cancer**

*Did you know, 10% of women who die from Breast Cancer are under 39?*

**Brisbane, Queensland:** As part of Breast Cancer Awareness Month, Australia's Breast Cancer Charity for Young Women, So Brave, will be hosting a pop-up art gallery and market in Fortitude Valley the 9<sup>th</sup> & 10<sup>th</sup> October.

The Pop-up Gallery will mark the release of the 2022 So Brave Calendar, a major milestone for So Brave on its mission to raise awareness for young women.

Through So Brave's Ambassador Campaigns, young breast cancer survivors can access body painting and photography as a way to restore their relationships with their bodies in the wake of their traumatic experience, while also raising awareness of the prevalence of breast cancer in young women.

Despite the challenges COVID has posed on fundraising initiatives, So Brave is excited to be able to continue empowering, researching, educating and advocating for brave young women who have been through the shock of diagnosis.

"Every donation or purchase from So Brave ensures support, connection, empowerment and advocacy. It supports investment into research for young women with breast cancer, changing the conversation for young women and breast cancer." says Rachelle Panitz, Managing Director and Founder of So Brave.

“If we can teach young women to be more body aware and be their own best health advocate, we have a fighting chance for them to insist on medical intervention, a diagnosis, and early treatment. Young women are also the ones who are more likely to check their breasts regularly, and more likely to be the first to notice a breast change which leads to a diagnosis.”

This news comes in the wake of many recent initiatives, including:

- New partnership with select community-fundraising platforms to offer more ways to get involved
- Roll-out of educating program teaching #breastawareness in high schools
- Collaboration with Adventure All Stars, an award-winning TV travel show

“We exist to be the force that empowers young women with the education, resources and strength to stand for themselves when faced with navigating the medical system, and to be taken seriously among their elders. We are building a new generation of self-assured women who are their own best health advocates.”

To learn more about our Pop-up Gallery & Market, [CLICK HERE](#).

**Pop-up Gallery Details:**

October 9<sup>th</sup> & 10<sup>th</sup>, 2021

10am - 4pm

1/477 Brunswick Street

Fortitude Valley

**About So Brave:**

So Brave is Australia's Only Young Women's Breast Cancer Charity. It is a fusion of art, cancer research, empowerment, fundraising, body positivity, and education. For the last 6-years we have been pioneering #Breastaware Research and Advocacy for Young Australian Women.



SO BRAVE



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# SO BRAVE

Australia's Young Women's Breast Cancer Charity

THIS WEEKEND ONLY!

## Art Gallery & Pop-up Market

VISIT US  
1/477 Brunswick St  
Fortitude Valley



[SOBRAVE.ORG.AU](http://SOBRAVE.ORG.AU)