



**For Immediate Release**

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**8th Annual BraTini: Celebration for the Cause  
“The Art of the Reveal”**

**(DAYTONA BEACH, FL —September 12, 2018)** – Every year, BraTini: Celebration for the Cause showcases inventive and ingenious bra designs modeled by local celebrities in a fun and festive live auction.

This year, REALTORS® Sold 4 the Cause will celebrate influential eras in our world history with wearable works of incredible art designed by local artist Deborah Kembro. Twelve curated corsets will be revealed at the 8<sup>th</sup> Annual Bra-Tini: Celebration for the Cause” on Thursday, October 4 at the Shores Resort & Spa in Daytona Beach Shores. All funds from the event will support local cancer patients, survivors and their families through the Sold 4 the Cause, Inc. charitable organization.

Presented by REALTORS® Sold 4 the Cause, one of Florida’s top fundraising teams in the 2017 Making Strides Against Breast Cancer Walk of Volusia/Flagler, BraTini has become the group’s signature event, raising more than \$35,000 last year and generating the most creative and whimsically-designed bras anywhere!

Each winning bra bidder in the live auction also enjoy a “surprise” gift valued at \$300 or more. Plus all attendees will savor a specially selected sit down dinner and have the opportunity to shop at the incredible silent auction featuring jewelry, art, vacation stays, and gift baskets.

Amazing Auctioneer Eric Alexander returns to the runway to beef up the live bidding, while Lisa Blythe will serve as Master of Ceremonies. Volusia County Sheriff Mike Chitwood and Frank Scott of WROD – The Rock of Daytona return as the event’s top fundraising models and will be joined by crowd favorites Jim Jaworski of the Daytona Tortugas, Arnold Kolozvari from Revive Fitness, Brent O’Quinn of O’Quinn Allstate Team and Steve McDonald of Fields BMW. New to the celebration are Kevin Rybicki of Realty Pros Assured, Nathan Mowry of Adams Cameron, Manny Sarnes from Home Team Equity, and Austin O’Brien of Brown & Brown Insurance.

Over the past 8 years, because of the generosity of its many sponsors contributors, donors, and volunteers, REALTORS® Sold 4 the Cause contributed more than \$285,000 to the American Cancer Society’s Making Strides Against Breast Cancer (MSABC). The team has been the #1 Volusia/Flagler fundraising team since 2012, and in 2014, REALTORS® Sold 4 the Cause lead the state of Florida in fundraising and in 2015 was #10 in the Nation!

### **About Sold 4 the Cause, Inc.**

After hearing numerous stories of local residents struggling with cancer who were in need of financial assistance, the team decided it was time to take additional action. In 2015 they formed Sold for the Cause, Inc., an official non-profit under IRS Code 501 ( c ) ( 3) and are able to direct funds to those in need in the local community. An Application for Assistance can be accessed on their website at [www.sold4thecause.com](http://www.sold4thecause.com).

In 2016, as Sold 4 the Cause, Inc. was forming its organizational structure, REALTORS<sup>®</sup> Sold 4 the Cause continued to raise funds, becoming the #2 team in the state of Florida and in 2017, was #7 in the region and #21 in the nation.

In 2018, 100% of the proceeds raised by Sold for the Cause, Inc., will benefit individuals, families, and charitable organizations in the local community who are directly affected by cancer, with a portion earmarked for American Cancer Society's Making Strides Against Breast Cancer. Sold for the Cause, Inc. comprises an entirely volunteer Board of Directors and is devoted to supporting cancer patients and their families, providing resources and education, and honoring the legacy of those lives we have lost. More information is available at [www.sold4thecause.com](http://www.sold4thecause.com).

"Bratini – Celebration for the Cause" gets underway Thursday, October 4 from 5:30 – 8:30 p.m. at the Shores Resort and Spa. The Making Strides Against Breast Cancer Volusia/Flagler walk will take place Saturday, October 28 at 9 a.m. at Riverfront Park in Downtown Daytona Beach. Donations to the Realtors Sold 4 the Cause fundraising team can be made by clicking here <https://events.r20.constantcontact.com/register/eventReg?oeidk=a07efbvlpobc3e15e3a&oseq=&c=&ch=>

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