

For Immediate Release

Contact: Haley Gorda
Communications & Marketing Manager
YWCA Princeton
hgorda@ywcaprinceton.org

**YWCA Princeton's Breast Cancer Resource Center to Host Beyond Pink Art Show
October 6th**

Princeton, NJ, August 22--YWCA Princeton's Breast Cancer Resource Center (BCRC) will host its fifth-annual Beyond Pink Art Show on Thursday, October 6, at MarketFair. The event celebrates local women living with, through, and beyond breast cancer through art, most of which is created by women participating in the BCRC's Healing Arts Program. Photography, paintings, and multimedia pieces are featured in the show, including painted mastectomy casts and other Healing Arts projects. In addition to the reception on October 6, art will be displayed as a pop-up gallery for the entire month of October.

For the past two years, the Beyond Pink Art Show has been held virtually due to COVID-19, and the 2022 show will be the third time the event has been held in-person. "We're ecstatic to be able to host this event safely and in person once again," said Melissa White McMahon, Director of the Breast Cancer Resource Center. "Beyond Pink elicits such an array of emotions. The art itself brings to life a sense of hope and truth to the emotional struggles that survivors and thrivers may experience through their journey with cancer. I hope that the entire community will participate in this unique event."

"We always love to bring the community and customers together by helping to raise awareness and support an impactful cause like BCRC" said Doreen Valdes, Marketing Manager at MarketFair. "This event allows our customers to experience art through a unique lens while also making a positive difference."

Ticket prices will start at \$50 for individuals and \$90 for couples. All proceeds empower the work of the Breast Cancer Resource Center at YWCA Princeton. The Breast Cancer Resource Center is currently accepting art submissions, and sponsorship and volunteer opportunities are available at <https://www.ywcaprinceton.org/beyondpink/>.

About YWCA Princeton's Breast Cancer Resource Center

The Breast Cancer Resource Center is dedicated to providing free support services and programming for women at any stage of their breast cancer journey. Services include

YWCA IS ON A MISSION

eliminating racism
empowering women
ywca
Princeton

support groups, a wig prosthesis boutique, outreach and education, transportation to treatment, healing arts and wellness classes, and a fitness program. To learn more about the Breast Cancer Resource Center www.ywcaprinceton.org/bcrc.

About MarketFair

MarketFair is a 242,000 square foot retail destination located along Route 1 in West Windsor, New Jersey. The unique center was built in 1987 and features both interior and exterior-facing retail space that many regard as the precursor to today's modern outdoor lifestyle centers. MarketFair is anchored by Barnes & Noble, AMC Theatres and many of the nation's most desirable retailers and restaurants, including Anthropologie, Pottery Barn, Athleta, Season's 52 and Bahama Breeze. For more information about MarketFair, please visit www.marketfairshoppes.com

###