

For Immediate Release

October 16, 2018

Plano Firefighters Wear Bras to Fight Cancer



Plano firefighters will “strap up” on **Tuesday, October 23 at 6:00PM** to support local breast cancer warriors. But this time, they’re not wearing firefighting gear, but bras. The 6th Annual Battle of the Bras is an annual community fundraiser hosted by Women’s Council of Realtors® Collin County.

The event raises much needed funds for Women Rock, Inc. Women Rock’s vision is to save lives by increasing breast cancer awareness and teaching the benefits of early detection. They provide survivor and caregiver support along with fellowship in a healing, nurturing environment. They also assist breast cancer warriors in need of mammograms, physicians, household expenses, and provide much needed hope.

The uniquely decorated bras are modeled by our very own local Collin County Firefighters and then auctioned off to the highest bidder.

The event will be held at the Plano Event Center located at 2000 E. Spring Creek Parkway.

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Editor’s Note: For a look at last year’s Battle of the Bras, click [here](#). For more event information, visit Battleofthebras.com.

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About Plano

Plano, Texas, is the largest city in Collin County with a population of 281,390 as of January 2018. Incorporated in 1873, the city is located 20 miles north of Dallas. Niche and AreaVibes recently named Plano as one of the Best Cities to Live in America. Forbes designated Plano one of America's safest cities. The City offers a high quality of life that includes nationally recognized schools, award-winning parks, and sustainability initiatives and a wide variety of multi-cultural neighborhoods appealing to families, young singles and retirees. Plano is home to the headquarters or regional operations of major corporations such as Toyota, Liberty Mutual, JPMorgan Chase Boeing Global Services, Fannie Mae, FedEx Office, JC Penney, Keurig Dr Pepper, Rent-A-Center, Cinemark Holdings, Denbury Resources and Alliance Data Systems. Our dynamic community features excellent restaurants, vibrant shopping and entertainment venues, a lively historic downtown district and active local arts scene. Easy access to DART light rail and major highways makes Plano a convenient place to live, work and visit. To learn more about Plano, go to our website at plano.gov.