

# Celebrate the Ta Tas Event Breaks Fund Raising Records

The culmination of the second annual "Celebrate the Ta Tas" took over the Mint Museum one unique "canvas" at a time. While the program centered on women having their Ta Tas painted and photographed (from below the neck to above the belly button), The Big Reveal was so much more. Maureen O'Boyle was the M.C. for the event. Marcie Natan, Hadassah's national president and a breast cancer survivor herself, highlighted Hadassah's research and its contribution to women worldwide. Dr. Arlene Sussman (seen on CNN and Fox) discussed the newest breast cancer research.

There was food from Charlotte's finest, music, visual media presentations, and a spectacular silent auction.

Celebrate the Ta Tas can't be explained easily. It goes beyond the obvious (and beautiful) Ta Ta pictures, beyond the education women received, beyond the mammograms provided, beyond the paint, sparkles, and empowering sisterhood formed. It crossed the divide of age and economics and delved straight into the hearts of a generous and gracious community that ranged from two leading hospital systems, a bank, major food distributors, a leading

breast implant company, leaders in the field of genetics, a Museum, a Jewish Community Center, event planners, a photography studio that never heard of the words "can't be done," physician groups and many private supporters. And let's not forget the hundreds of volunteers.

Organizer and creative spark of the program, Talia Goldman says, "On behalf of the entire Ta Tas committee, I thank you for your support and for not laughing (or at least not for too long) when I approached each of you to partake in the event. Let's keep raising funds for research, so that one day our

daughters don't have to worry. Individually, we can make small contributions to our little part of the world. Together, we can change it."

Even more amazing is the national attention this event has sparked. The Hadassah chapter in Tampa ran their own Celebrate the Ta Tas event the same weekend, and other Hadassah chapters are inquiring about starting events as well. "We're providing national exposure for this event," Marcie Natan said during the evening of The Big Reveal. "Hadassah is providing contact people to answer questions about starting this event

and more information is on Hadassah.org." A review of the event can be found here: [www.hadassah.org/site/apps/nlnet/content2.aspx?c=keJN1-WOvEIH&b=7734981&ct=13378605](http://www.hadassah.org/site/apps/nlnet/content2.aspx?c=keJN1-WOvEIH&b=7734981&ct=13378605).

According to Patricia Johnson, president of the Charlotte Chapter of Hadassah, fund raising records were broken with this event. Even before the profits of selling the photos were assessed, the chapter earned \$42,000 for donation to Hadassah and its health initiatives. ☆





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