Nashville North faces criticism for bra-free event

By Kathryn Doyle
Staff Writer

A local bar is facing backlash after a breast cancer awareness event went wrong, two fire service residents say.

On Thursday night (Nov. 12), Nashville North in Norval hosted a "No Bra Day" event in support of breast cancer awareness month.

The event featured few crazy for women not wearing bras, $3 pink shots and a wet t-shirt contest. The promotion featured a close-up shot of a woman's chest whose nipples could be seen through a green shirt.

The club said the event was in support of breast cancer awareness month and funds would be donated, but somehow on Nashville North's Facebook page did it say where the proceeds are going.

Melissa is a local resident and calls herself a "survivor" — someone who has taken preventative measures to lower her percentage of getting breast cancer. Last year, Melissa underwent a double mastectomy and wishes to be anonymous because she said she is not ready to publicly announce her operation.

It's really good to know that any percentage has gone down to low than three per cent, she said. "But dealing with wanting and everything else, it's really, really hard. And then to have an event like this, that just seems so insensitive to women who have only have one breast or their breasts are disfigured because they've had those surgeries — the women in my group and women like me and all the women that have had breast cancer find it incredibly insensitive."

The event was targeted to people celebrating breast cancer awareness month, but Melissa said the people the event would benefit most, interested in attending something like this.

"For women who don't have those perfect breasts are already very sensitive because of what they've gone through," she said.

And then to put it out there and be like, oh those women are going through this, it's just a sensational event. It has nothing to do with being supportive.

Bar owner Eli Andrews said last night's event raised $1,000 for Hedwig Breast Cancer.

Yesterday was International No Bra Day in support of Breast Cancer Awareness. This initiative was brought to our attention by wonderful young women on our management team. We always support cancer initiatives, but many breast cancer research facilities unusually send will continue to do so. This year we are honoured to have been chosen to host a Princess Margaret Hospital Foundation event. We understand that people are free to express their opinions as we are also proud to express ours in our way. How cancer is about awareness of a terrible disease that affects our only women, but the men, women and children in the families of all affected (we) by breast cancer. We remain proud and rightful to our pursuit of awareness and funds for the fight. Cancer can be beaten, said Andrews in a release.

Andrews added that both his mother and grandmother battled breast cancer.

Messages were left for Cancer Assistance Services Halton Hills (CASHH) but the organization did not want to comment.

Another Georgetown resident, Melissa Thersten, was shocked to see the poster and circulated the advertisement on a number of Facebook groups, leaving a one-star review on the club's page venting her concerns.

"I was just shocked," Thersten said. "Originally, I was just shocked at the picture itself, that somebody would think it was appropriate to use that photo to anything, let alone related to the topic."

Hosting a bra-free event in spite of breast cancer awareness, surgery awareness and support is deplorable. Therefore wanted to leave a review on the club's Facebook page. Additionally, you have no information as to how much of price cover bar sale will actually be donated.

Everyone on earth is boycotting these events on Thursday, Nashville North responded. "It's about breast cancer awareness. It's not one event. It's an international awareness awareness."

Guys, Me didn't create the event. This is a huge event organized by breast cancer awareness, Nashville North's owner Andrew wrotes on another Facebook post.

"This is not about degrading women. It's about empowering women. And yes of course we are shamming. If it's the picture you don't like, look at all (and other pictures) it's all sexy."

For every comment, has been against the event. A handful of comments are in support of the event, saying it is a great cause and it's nothing Nashville North hasn't done in the past.

As of the afternoon of Nov. 13, the reviews on Nashville North's Facebook page were deleted.

The Free Press said she would like to talk to the general manager of Nashville North, but didn't get the answers she was looking for.

"It was deliberate, but not rude," Thersten said. "She could just tell she was nuts. They legitimately didn't do any research."

This poster was published by the Facebook page of Nashville North for its No Bra event last Thursday.

Photo from Facebook

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