

## **FOR IMMEDIATE RELEASE**

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### **THE BIONIC BRA™ IS COMING: A Global Movement to Protect Female Athletes Has Officially Begun**

WASHINGTON, D.C. — Today marks a turning point in sports history as Dr. Pamela McQueer, the inventor of the first and only patented chest protection device for female athletes and Mrs. District of Columbia United States 2025, officially announces the launch of the Bionic Bra™ Movement — a revolutionary initiative aimed at correcting a 100-year injustice in women's sports.

Dr. Pamela McQueer is also the reigning Mrs. District of Columbia United States 2025, using her national platform to advocate for the protection, equality, and future of female athletes.

For over a century, women have competed in high-impact sports without any meaningful form of breast protection. While male athletes have long benefited from specialized gear, women have been left vulnerable — risking trauma to the heart, ribs, lungs, and breast tissue. Until now.

The Bionic Bra™, engineered by Dr. McQueer, is a global first: a scientifically advanced, three-layer impact system that reduces trauma by up to 97%, protecting vital organs and soft tissue while maintaining full athletic performance.

“The Bionic Bra™ is more than a product — it's a movement,” said Dr. McQueer. “This is a call to action for the Olympic Committee, the NFL, and the President of the United States to help make America the global leader in female athletic safety.”

Dr. McQueer will formally introduce the Bionic Bra™ to the National Football League for adoption in NFL Flag Football, now an official Olympic sport. As the inventor of the first and only female-specific football shoulder pad (the Zena Pad), she has long led the charge in leveling the playing field for women in contact sports.

In 2012, Dr. McQueer was honored with the Women in Defense Innovation Award for her pioneering safety technology — recognizing her as a national leader in protective solutions for both athletes and military professionals.

Dr. McQueer also co-owned the women's tackle football team, the Southwest Michigan Jaguars, with the late Roman Gabriel Jr., legendary NFL quarterback. Together, they made history by bringing the first former NFL player to co-own and publicly support a women's professional football team — a groundbreaking moment in advancing women's football.

Elite Supporters Have Joined the Movement:

- Roman Gabriel III, founder of the Sold Out Youth Foundation
- Fred and Angela Biletnikoff, NFL Hall of Famer and advocate, supporting the Tracey Edition Bionic Bra™
- Danielle Scott, five-time U.S. Olympian and two-time silver medalist
- Bob Gambardella, former U.S. Olympic Committee Director
- Mick Haley, U.S. Olympic Volleyball Coach
- Jodi Roberson, former FBI agent and national safety advocate

Honorary Editions: Using Innovation to Save Lives

In addition to its core mission of protecting female athletes, the Bionic Bra™ is launching two powerful honorary editions to support national awareness campaigns tied to personal loss, healing, and advocacy:

The Roman Gabriel Honorary Edition honors the late NFL legend Roman Gabriel II and supports the work of his son, Roman Gabriel III, through the Sold Out Youth Foundation — focused on fentanyl education and prevention in schools. This edition protects young athletes on the field while raising awareness off it.

“Roman was the first NFL player to stand beside me in support of women's professional football,” said McQueer. “This honorary edition ensures his legacy lives on in saving lives.”

The Tracey Biletnikoff Honorary Edition honors the daughter of Fred and Angela Biletnikoff, Tracey, whose tragic loss led to the creation of Tracey's Place of Hope — a residential program for young women affected by domestic violence and addiction. As an advocate and survivor herself, McQueer dedicates this design to Tracey's legacy of healing and hope.

“Tracey's life continues to inspire strength in others,” said McQueer. “This honorary edition represents not only protection, but restoration and purpose.”

## A National Mission with Global Impact

This historic campaign will reach the President of the United States and the United States Olympic & Paralympic Committee, with a legislative push to mandate breast protection across youth, collegiate, and professional sports. The initiative seeks to set a U.S. standard that will echo across the globe.

The Bionic Bra™ is also being explored across multiple sectors — including military, medical, and law enforcement — and will serve as a life-changing protective solution for breast cancer survivors seeking non-reconstructive options.

“America has the opportunity to lead,” said McQueer. “We will no longer accept silence when science has given us the solution. Protection is the Best Prevention™ — and we are done waiting.”

Media Contact:

Dr. Pamela McQueer

Inventor, The Bionic Bra™ | Mrs. District of Columbia United States 2025

Email: [pmcqueer@spectrum.net](mailto:pmcqueer@spectrum.net) | Phone: 269-998-6347

Website: [www.thebionicbras.com](http://www.thebionicbras.com)