

FOR RELEASE BEFORE October 2, 2011

**Local Woman-Owned Business Brings Breast Cancer Awareness to Women of Ocean and Monmouth County for the second year in a row.**

*Toms River, NJ – Local entrepreneur is helping bring awareness to breast cancer and doing her part to raise funds for breast cancer in a unique effort using Muay Thai Kickboxing as her venue.*



**Dianna LaVecchia**, owner of **Muay Thai Dragon Martial Arts, LLC** recruited 20+ people to join their team of runners and walkers for the Susan G. Komen 18<sup>th</sup> Annual Race for the Cure at Great Adventure on Oct. 2, 2011.

This one day event took place at Six Flags Great Adventure in Jackson, NJ. The Race for the Cure started a global breast cancer movement 18 years ago! Over 13,000 participants came out to show their support and efforts in the fight against breast cancer. Kickboxing for the cure and MTD were right there. Bringing with them 9 runners and 5 walkers to take steps in helping raise money and awareness.

**Dianna, the students of Muay Thai Dragon Martial Arts and friends and family** have been able to raise over \$6000 to date for Susan G. Komen CSNJ and they are still looking for more.

Between the 2<sup>nd</sup> Annual Kick-a-Thon that took place back in May 2011, Donations for the Race for the Cure and T-shirt Sales, Kickboxing for the Cure is up to \$4,385 so far this year.

Despite the growing awareness of breast cancer, there are still women who do not take advantage of early detection of breast cancer at all and others who do not get screening mammograms and clinical breast exams at regular intervals.

According to the organization, National Breast Cancer Awareness Month (NBCAM), "If all women age 40 and older took advantage of early detection methods – mammography plus clinical breast exam – breast cancer death rates would drop much further, up to 30 percent. The key to mammography screening is that it be done routinely – once is not enough."

Says **LaVecchia**, "I lost my mom 6 years ago to Breast Cancer because it was not caught soon enough. My mom had a very aggressive cancer that was missed. She was a little late on her last mammogram and by then it was too late. Since then there have been improvements in the equipment and screening process. Susan G. Komen has been instrumental in helping with these improvements for our area. I hope to continue my fund raising efforts in the years to come to honor my mom."

**Muay Thai Dragon Martial Arts** can be found on the worldwide web at [www.tomsriverkickboxing.com](http://www.tomsriverkickboxing.com).

Full Breast Cancer Awareness Event details can be found at [www.kickboxingforthecure.com](http://www.kickboxingforthecure.com)

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Event URL: [www.kickboxingforthecure.com](http://www.kickboxingforthecure.com)