

FOR RELEASE BEFORE May 21, 2011

## **Local Woman-Owned Business Brings Breast Cancer Awareness to Women of Ocean and Monmouth County**

*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** is hosting their Second Annual Kick-A-Thon designed to raise money and help bring awareness of breast cancer the residence of Ocean and Monmouth Counties.

This one day event is taking place at the school's location at 1808 Rt. 37 E in Toms River, NJ where she teaches Authentic Muay Thai Kickboxing to Adults and children ages 5 and up. The participants in this event will be kicking their hearts out to help raise money that will be donated directly to Susan G. Komen for the Cure Central and South Jersey Affiliate. With this event, they also hope to help bring awareness of breast cancer to the community. The event includes breast cancer information, resources and stories of inspirational moms who have battled breast cancer. Fundraisers include proceeds raised from T-Shirt Sales as well as the participants raising donations to perform a specific number of Muay Thai Kickboxing kicks during the event.

**Dianna and more that 20 of her students** will be participating in this event by **performing 100 and 400 kicks starting at 1:00 PM.**

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**, "Since losing my mom to Breast Cancer 6 years ago, I have been searching for a way that I can help keep other women and families from going through what our family went through. Muay Thai Dragon became my answer....I am now in a position to help promote awareness and raise funds necessary to continue the research for a cure."

**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)

Contact: **Dianna LaVecchia**  
Phone: (732) 288-0102  
Alternate Phone Number: (732) 814-3823  
Email: [dianna@kickboxingforthecure.com](mailto:dianna@kickboxingforthecure.com)  
URL: <http://www.tomsriverkickboxing.com.com>  
Event URL: [www.kickboxingforthecure.com](http://www.kickboxingforthecure.com)