

Mavericks Gym Raises \$13,000 For VCMC's Mobile Mammography Unit

Written by Australian Business

VENTURA, CA, November 19, 2014 **/24-7PressRelease/** -- After a month of raising funds through competitive fitness events, Ventura-based Mavericks Gym presented a \$13,000 check to the Ventura County Medical Center Auxiliary to support its Mobile Mammography Unit and early detection programs during the gym's grand re-opening celebration. Mavericks Gym owners Brian Appel and Scott Yorkison, who lost his mother to cancer, were inspired by personal loss, Ventura County's high rate of breast cancer diagnoses and how early detection can increase survival rates.

The donations were raised during Mavericks Gym's Breast Cancer Awareness Month initiative in which participants of all fitness levels and interests competed in a variety of events, including a Zumbathon, a "Spin for Life" marathon on stationary bikes, and "Boxes For Boobs," a CrossFit competition in Mavericks' new CrossFit facility.

Mavericks trainers and staff earned additional donations with the "Burpees for Boobs" event, during which trainers and staff did one burpee for every dollar donated to sponsor them. Head trainer Bree Cochran alone raised more than \$500.

The funds will help support the VCMC's mobile mammography unit and early detection programs, which are a valuable asset to the county in reaching an underserved population of residents who face barriers preventing them from getting a regular mammogram and related treatment.

About Mavericks Gym Mavericks Gym is a full-service, newly remodeled gym offering a wide range of classes, facilities and equipment for all fitness levels. Mavericks' mission is to provide high-quality services, facilities and equipment with honesty and integrity, to deliver on its commitment to help its members and staff to achieve results in meeting their personal health and wellness goals, to enhance their quality of life, and to be meaningfully engaged in our local community.