

AZ Insider: Businesses Take Note of New Fundraising Spin

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Kathy Shayna Shocket has the inside story on people making a difference.

Kathy is behind the scenes of a spin zone.

There's a new spin on fundraising in Phoenix, Arizona that's quickly become a rewarding venture for raising new dollars and awareness for cancer research. It's also attracted the unusual support of some local businesses. The 2- hour in-door cycling event was founded by a group of avid supporters of TGen and its cancer research. The new spin of bringing two different health club businesses together and inspiring riders to participate in a 2- hour casual and fun event - has gained momentum- literally!

The Village Health Clubs owned by DMB Associates has committed to host the ride at all three of its Arizona locations. Studio 360, in Phoenix, owned by entrepreneur **Denise Shorall**, is also a sponsor. She and **Vicki Vaughn**, are the volunteer co-chairs who have attracted an energetic committee for this Cycle of the Cure 2013, open to the public.



(Family Fitness Coach and committee member Lisa Boyle, and event co-chair Vicki Vaughn show off Ling & Louie's sushi at the kick off party.)

They're expecting 200 riders and hoping to net \$150,000 for the May 19th benefit. Based upon last year's net of \$94,000, from the ride chaired by Vicki and **Robyn DeBell**, that's a realistic and very impressive goal. Each rider pays a \$200 tax-deductible donation to reserve a bike and collects pledges for their participation. In addition to the camaraderie of the fundraiser, it's also popular because the committee is determined again to keep their expenses to almost zero!

Volunteers donate their time (the event's spin instructors such as **Lisa Boyle** pictured above have been instrumental in the event's early and growing success) and the business sponsors donate in-kind and monetary sponsorships. That includes businesses such as Ling & Louie's Kitchen, which is sponsoring the after party at the Camelback Village Racquet and Health Club. (Free for riders, \$20 per guest.)

Participants are inspired and passionate about the groundbreaking research with life changing results of Translational Genomics Research Institute, (TGen) a non-profit organization based in Phoenix. Research is focused on helping patients with not only cancer, neurological disorders and diabetes. TGen is on the cutting edge of translational research where investigators are able to unravel the genetic components of common and complex diseases. TGen)

As **Vicki Vaughn** emphasizes the positive SPIN - "It's a win-win for everyone - it's healthy- it's fun and you're supporting the future of medicine." If you're interested in being a part of this spin zone you can contact the TGen Foundation at www.tgenfoundation.org/cycle or (602) 343- 8572.



Kathy Shayna Shocket is a **Reporter, Photographer and TV-Field Producer** based in Phoenix. She is a former TV reporter and her stories have been published in **TIME** magazine, **PEOPLE** magazine, **MONEY** magazine, the **Hollywood Reporter** and the **New York Times**. You can reach her at redkarpetgirl@aol.com