

## AZ Insider: Event with a spin

Written by Written by Kathy Shayna Shocket

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**Kathy Shayna Shocket has the stories about the people who make a difference.**



**Kathy reveals why a mini event for “Key to the Cure” was not so mini. . .**

The mini pre-event for Saks Fifth Ave’s “Key to the Cure” in Phoenix turned out to be not so mini. In fact, the inaugural grassroots event netted \$40,000 for breast and ovarian cancer research at TGen (The Translational Genomics Research Institute) and organizers spent almost no money on expenses. Co-chairs **Vicki Vaughn, Denise Shorall, Colleen Edwards** and TGEN’s **Michael Basoff** are pictured above.)

So how did they achieve that not so common formula with only about 81 participants? Well, they had some unique spins. Literally. The “Cycle for the Cure” was a two- hour indoor spinning event. The event Co-chairs successfully brought in two cycling sponsors- Studio 360 and The Camelback Village Health Club- to partner together for the event, giving participants the choice to ride at either location. Riders donated a minimum of \$200 each, and then collected pledges for their two-hour goal totaling \$40,000. Congratulations!



*Colleen Edwards and Denise Shorall*

Now here’s “the KEY”---- The cycle sponsors and the sponros donated the venues and the sponsors for the cool down post party – donated the food and drinks (Black Chile, One Hope Winery and Hensley Beverage.)

Event Co-Chairs **Colleen Edwards, Denise Shorall** and **Vicki Vaughn** and their committee members donated their time and resources. Thus “we didn’t deduct any expenses from the money donated,” says **Vicki Vaughn**.



*Spin instructors Karin McAreavy and Lisa Boyle*

**Vicki Vaughn** also co-chaired Phoenix’s “Key to the Cure” event with **Bijen Dyrek** which kicked off Saks Fifth Avenue’s national charity shopping weekend fundraiser held at Saks locations throughout the country. Saks is donating 2% percent of all proceeds from the weekend sales at the Phoenix store to TGEN.

Here are a few of the other key facts: More than 230,000 American women will be diagnosed this year with breast cancer; and nearly 22,000 with ovarian cancer. Nearly 40,000 women in the U.S. will die this year from breast cancer; and more than 15,000 will pass away from ovarian cancer



**Kathy Shayna Shocket is a freelance Writer, and TV- Field Producer based in Phoenix, AZ. The former TV-Reporter has written for publications such as TIME Magazine, Money Magazine, PEOPLE Magazine, The Hollywood Reporter and The NEW**

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