

## **For Immediate Release**

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### **Local Martial Arts Schools aim to break breast cancer and win**

Central NJ (October 16, 2010) - The McInerney family of Black Belt Academies located in Marlboro, Old Bridge & Parlin spent the month of October encouraging students to raise money in support of the Susan G. Komen Foundation of Central and Southern New Jersey. The drive was culminated in a three-hour event

on October 16 at the Morganville Volunteer Firehouse when the head instructors of each school successfully broke 480 boards in one hour. The number of boards is representative of the number of people diagnosed with breast cancer each day. As a result of the student's efforts, the schools raised over \$34000 in response to a goal of \$10000.

Some of the month's events included students being able to raise funds on an individual basis. Students raising \$100 or more during the month were honored with their own pink belt and were given special permission to wear it for the month, regardless of their current rank, as a show of unity in the cause. The money was raised through public speaking, interaction with family and friends, and raising awareness in the community in general.

"We are very proud of all of our students, particularly our Leadership Students, who really took the initiative that allowed us to succeed" said Master Jack McInerney, patriarch of the Academies. "This experience allowed them to not only practice public speaking and meeting new people, but it also allowed the chance to benefit the local community and effect change on people they may know."

Some of the students who made exceptional efforts include Mr. Jason Wagner of Old Bridge who was the first student to raise \$100 less than 24 hours after the beginning of the campaign. Also included are Ms. Skye Rapp of Old Bridge who raised over \$1100 and was the leading fundraiser for all three schools, Mr. Brandon Goon of Marlboro who was the first to raise over \$1000, and Jitesh Ramakrishnan of Sayreville who led the charge raising over \$1000 in the Parlin school.

An estimated 525 people attended the event, which by itself accounted for over \$10000 of the total funds raised. During Breaking Breast Cancer there were opportunities for the public to break a board in memory of someone affected by breast cancer, the schools hosted a bake sale, and a tricky tray was available. There were also live specialty board breaks (performed by the instructors) which were supported by donations on the spot. Generous donations from the community made a number of these events possible including donations from: Sam Vera Restaurant, Party Fair, Pacos Tacos, Country Roads Day Camp, Potomac-Hudson Environmental Inc., Dr. Berkowitz & Dr. Garfinkel, DDS, Halloween Express, Elite Fitness & Sports Center, Lester Glenn Auto Group, Nonna's Citi Cucina, Doctors Radiology Center, and Noble Productions.

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