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Middletown kickboxing studio hosting Kick for Cure

Each kick equals a penny, adding up to donation to Middlesex Hospital Breast Center

By Alex Gecan, The Middletown Press

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MIDDLETOWN >> Kicks will become coins for breast cancer patients at a city gym Thursday.

9Round Fitness & Kickboxing at 779 Newfield St. will run a Kick for the Cure Thursday. For each kick landed at the gym throughout the day, the owner will donate a penny to Middlesex Hospital's Comprehensive Breast Center.

The kick-a-thon will run from 6:30 a.m. until 1 p.m. and pick back up from 3 p.m. to 8 p.m.

Owner Sheila Garvy said that each person working out will count his or her kicks on an honor system, and she will donate based on the total results.

"Our workout that day is going to gear toward all kicks," said Garvy. "Each round will be mostly kicking the bags or squat-and-kicks and those kinds of things." Workouts at 9Round are nine three-minute rounds with 30-second rest periods in between.

"This is a franchise-wide event and we're all doing it the same day," said Garvy. "The average donation last year was about \$1,000 per club." This will be the first kick-a-thon in Middletown, and she said she hopes to hit the same mark.

Each club chooses the recipient for its donations, said Garvy, and there are 155 locations participating nationwide.

Garvy also said she would also give membership discounts to members who start Thursday, around two cents per kick.

Sarah Moore, director of development for Middlesex Hospital, said independent donations like Garvy's and more formalized programs like the regional [goPINK Project](#) have raised almost \$70,000 for the hospital since 2010 – and \$30,000 of that was last year alone. "This thing has taken on a life of its own," said Moore.

What began with one salon has since spread to dozens of business, organizations and local sports teams, said Moore.

“It goes to support or it offsets the cost of free integrative medicine for cancer patients,” said Moore. While the patients still undergo conventional cancer treatment – chemotherapy, radiation – practices such as massage, reflexology, acupuncture, yoga and meditation can help them relax or manage pain.

“All our patients are offered three free sessions, and the donations from goPINK help pay for the practitioners’ time,” said Moore. “That’s not generally reimbursable by insurance.”

This is the second donation event Garvy has put on this month. On Oct. 4, [9Round held a fundraiser for New Horizons](#), a Community Health Center program that caters to victims of domestic violence and abuse.

Garvy said the last event raised more than \$3,000. “We did have someone come in and we could recognize that she was in a situation with domestic violence,” said Garvy. “We were able to have her talk to a counselor that day.”

[According to the National Cancer Institute](#), there will be 232,670 new cases of breast cancer in the United States this year.

One in eight women in the U.S. will develop invasive breast cancer during their lives, [according to breastcancer.org](#).

For information on 9Round, call 860-349-2321 or see [9round.com/fitness/middletown-connecticut](#).

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