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# THE CrossFit LIFE

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## It's All for the Boobs

Hilary Achauer checks in with Barbells for Boobs, a month-long event to raise money for breast-cancer screening and diagnostic procedures for women and men under age 40.

By Hilary Achauer

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All images: Mammograms in Action

Cecy knew something was wrong.

The healthy, active 26-year-old noticed a lump in her breast in early 2009, so she went to her doctor and asked for a mammogram. Her doctor denied her request, because at age 26, she was not at risk for breast cancer. He said she should come back when she was 40.



*In 2010, the Amazing Grace events generated over \$300,000. That amount has already been topped in 2011.*

Over the next few months, Cecy began experiencing pain. She returned to her doctor and demanded a mammogram. He agreed, and she was diagnosed with breast cancer. She had a mastectomy two weeks later.

One of Cecy's best friends, Zionna Munoz, was rocked by the news. She couldn't understand how her friend, who had a good job with comprehensive health insurance, could be refused a mammogram because of her age.

Munoz, a CrossFitter since 2007 and owner of CrossFit Next Level Performance, felt helpless.

"And CrossFitters hate being helpless," she said.

It was the summer of 2009, and Munoz decided to put on a CrossFit-style fundraiser. The workout would be Grace—30 clean and jerks for time. Munoz called the event Amazing Grace.

Three local affiliates participated, and about 60 people turned out at the event held in Corona Del Mar, Calif. They raised \$2,000, and when Coach Greg Glassman heard about the fundraiser he gave a matching donation, bringing the total up to \$4,000.

Munoz tried to give the money to her friend, but Cecy refused.

"This is bigger than me," Cecy said.

That was the encouragement Munoz needed to set up a non-profit organization. With guidance from a leader in the fight against breast cancer, Susan G. Komen for the Cure, Munoz founded Mammograms in Action, a non-profit dedicated to funding mammograms for women and men under 40.

## Boobs ... (continued)

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In 2010, the organization put on its second fundraiser, which it called Barbells for Boobs. The name came after Munoz and her friends were celebrating in a bar following the first event. They were trying to think of a name, and someone shouted out, “Barbells for Boobs!” It stuck. More than 400 affiliates in five countries participated in Amazing Grace 2010, raising over \$300,000.

In 2011, the event is even bigger. It runs throughout the month of October, and as of Oct. 13 \$300,000 had been raised.

A new element in 2011 is the Pink Bra Tour. Munoz, DJ Sly (who lost his mother to breast cancer) and Katie McNeilly are driving a wrapped van across the country, visiting 20 states and participating in 17 Amazing Grace events.

“We are so grateful, and we wanted to meet everybody,” Munoz said. “Each affiliate that hosts an Amazing Grace workout will receive a \$10,000 grant to a breast center in their community. There are no administrative costs; 100 percent of the money raised goes to screening and diagnostic tests.”

Throughout the Pink Bra Tour, Munoz and her team are handing out pink-bra necklaces to survivors of breast cancer, many of whom are in their 20s.

“It gets really emotional,” said Munoz. “The bra is so symbolic to women—especially if they’ve survived breast cancer—so with this necklace we are giving a bra back to survivors as a symbol of their courage.”



*The 2011 Pink Bra Tour will visit 20 states in 2011, raising funds and awareness along the way.*



The CrossFit community has come out in full force to support Barbells for Boobs. CrossFit Games athletes Kristan Clever, Katie Hogan and Rebecca Voigt were on hand throughout the first weekend in Southern California. Camille Leblanc-Bazinet and the Again Faster crew attended the Oct. 15 event at CrossFit Centex in Texas.

Amazing Grace 2011 continues through October, wrapping up at Reebok CrossFit One on Oct. 31. Visit [Barbells for Boobs](#) to find an event near you, or to make a donation visit [Mammograms in Action](#). Donations are accepted even after the Pink Bra Tour wraps.



Take action, get involved, and pick up a barbell for boobs.