

The logo for FleaHab, featuring the word "FLEAHAB" in a bold, white, italicized sans-serif font on a black rectangular background.

## **Silicon Valley Investor and Philanthropist Jim Hogan Joins FleaHab Board**

**Santa Cruz on-Profit Aims to Help Homeless,  
Build Home for Women**

SANTA CRUZ, CA, September 15, 2020 [FleaHab Inc.](#), the sober living house and culture created by big wave surfer and three-time Mavericks winner Darryl “Flea” Virostko announces Silicon Valley investor and philanthropist Jim Hogan has joined its board of directors. A long time Santa Cruz resident and founder of the altruistic organization [Heart of Technology](#), Hogan brings more than 40 years of experience in investing and managing high technology ventures to the non-profit founded to help recovering addicts in Santa Cruz keep clean and stay sober.

“I am thrilled to join the board of FleaHab,” said investor and philanthropist Jim Hogan. “I was privileged to be part of the fundraising effort that helped Flea open the house for men. Given the increasing homelessness and drug addiction problems in Santa Cruz county, I see FleaHab not only as a sign of hope for recovering addicts but a necessity for the health of our community.”

FleaHab Founder Darryl Virostko added, “FleaHab is honored to have Jim join our board. He has been such a huge supporter of our cause. To have his experience, enthusiasm and love for our Santa Cruz added to our board is invaluable, especially as we move towards our goal of opening a FleaHab home for women.”

Hogan joins the board as FleaHab readies for its next fundraising event, The 100 Waves Challenge. In its first year, the challenge encourages surfers — live and virtual — to ride waves to support drug and alcohol recovery. The Santa Cruz community is encouraged to join in the

challenge. One hundred percent of proceeds go directly to FleaHab with Jim Hogan pledging to meet the first \$5000 raised. Find out more at [fleahab.org/100waves](http://fleahab.org/100waves).

**About FleaHab, Inc.**

Founded in 2012 by big wave surfer Darryl “Flea” Virostko, FleaHab is a new approach to sober living that integrates sports, nutrition, and healthy lifestyle into recovery from alcohol and drug addiction. Money raised by the organization supports the running, maintenance, and activities of the sober living facility in Santa Cruz County California. FleaHab is a 501(c) (3) non-profit organization and donations are tax deductible. Find out more at [fleahab.org](http://fleahab.org).

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Contact:

Jill Jacobs  
Mod Marketing  
+1 408-505-6017