

September 12, 2008

Warm hairy greetings friends and Selkirk neighbours!!!

I would like to propose a moustache growing contest!

All year you are invited to charity runs, stuffy galas and schmooze events, now wouldn't it be nice if someone would just hold a fun charity event for once? Well, Movember has done it !!! You don't have to train for a run or even get decked out in your Sunday best. Just imagine a fun event to raise money, awareness and unite men and women across Canada.

I am writing to you today to introduce you to Movember.

Movember (the month formally known as November) is a moustache growing charity event held during November each year that raises funds and awareness for men's health, more specifically – prostate cancer. It's hard to engage an audience with a topic like prostate cancer, but Movember gives men and women the chance to come together, educate themselves and others and show off their Mo's (Australian slang for moustache).

We would love for you to share this story with your colleagues and co-workers, giving them the chance to grow a mo, raise funds for prostate cancer research and more importantly raise awareness. Seems us guys don't like doctors too much or talking about prostates. So we've made it fun to get the message out!

On a more serious note: 1 in 7 Canadian men will be diagnosed with prostate cancer in their lifetime and early detection and awareness are some of the most effective ways to avoid the potential risks. Prostate cancer is more than 90% curable if caught in time which is why the awareness campaign is vital. Movember is set to bring much needed attention to this serious disease, particularly among males age 24 to 40. In 2008, prostate cancer will kill 4,300 Canadian men – so spread the word to your dad, brothers, uncles and friends.

I would love the opportunity of speaking with you regarding this fun event and great cause!!! Movember will kick off with a lunch party at glo on October 28th and will wrap up with a Gala event and the crowning of the man of Movember at Element Nite Club on the 4th of December. For more info on tickets, the events, how to get involved or if you would like to donate please give me a call or send me an email.

To get a feeling for the scope of this event internationally, please visit www.movember.com .

Kindest regards,

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