



Why is _____
Growing a Mustache?

Answer: “Mustaches for Kids”

This winter in Ottawa, a yet-to-be-determined number of brave souls will sacrifice their faces -and dignities- as Growers for Mustaches for Kids. Our goal is to use our pushbrooms **to raise \$15,000 for the Make-A-Wish Foundation** of Canada (Eastern Ontario chapter).

Conceptually, Mustaches for Kids works like the read-a-thons you did in grade school. Except there's no reading requirement. And you're growing a mustache. (OK - not exactly the same but you get the idea). Each Grower collects pledges from friends, co-workers, distant relatives, acquaintances, local merchants and bus drivers to sponsor their 'stache.

Oh, one more thing... each 'stache is limited to the Magnum P.I. 'corner-to-corner' style preferred by motorcycle cops and little league coaches the world over.

Some Frequently Asked Questions...

q **Is this a joke?**

a No. Since its inception in 1999, hundreds of growers have joined Mustaches for Kids in Canada and the U.S. and have raised over hundreds of thousands of dollars for children's charities.

q **What will I tell my friends/co-workers/loved ones/employers who object to my Mustache and ridicule me for it?**

a Do what we do. Fix them with a steely gaze and tell them the truth: "It's for the kids." Then ask them to make a donation.

q **Why Mustaches? Why the silly name?**

a This is not your typical fundraising organization. We believe in doing good and having a good time doing it.



**We've only begun to scratch the upper lip...
for more information please visit us at**

www.m4kottawa.org