



PRESS RELEASE

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For Immediate Release

Boston Resolves to Grow Sweet Staches for Charity through Mustaches for Kids Fundraiser

[BOSTON] – Is there a Brawny Paper Towel Casting Call? Is it Dress Like Richard Petty Day? Do I keep seeing Mike Schmidt everywhere? No. It's just regular people from Boston, resolving to grow sweet staches in 2011 for Mustaches for Kids – Boston!

Mustaches for Kids (M4K) is a national volunteer-run organization started in Los Angeles in 1999 to do good and have fun by growing Mustaches for children's charities. Through the years, M4K has enlisted the efforts of hundreds of brave "Growers" who, collectively, have raised **over \$1,000,000** for charities such as DonorsChoose.org, the Make-A-Wish Foundation, and San Francisco's Legal Services for Children.

M4K-Boston is in its second year and will be raising money for DonorsChoose.org. DonorsChoose.org is a simple way to fulfill needs and foster innovation in our public schools. At www.DonorsChoose.org, a nonprofit website, teachers submit ideas for the materials and experiences that their students need to learn, and individuals fund those requests. To date, DonorsChoose.org has channeled over **\$70 million** in resources to classrooms nationwide, from donors in 50 states.

Each year, during the four-week Growing Season, "Growers" sprout sweet Mustaches. Per M4K bylaws, they shave their faces, except for the mustache, a minimum of one time per week and solicit donations from friends, family, co-workers, and people in the community (like getting pledges to run a marathon, without the exertion, cramping, or dehydration). M4K calls it a facial hair marathon.

To get involved, simply visit <http://m4kboston.org/> and sign up. Shaving Day, January 13, is the official kick-off of the Growing Season. The event begins at 6:30pm at The Asgard, located at 350 Massachusetts Avenue in Cambridge. On this day, all participants must shave their entire faces clean. Throughout the competition there will be Growing checkpoints on January 20, January 27, and February 3. On February 11 at the Stache Bash, the winner of the Sweetest Stache will be announced.

For more information, including the complete set of rules and frequently asked questions regarding M4K-Boston, please visit <http://m4kboston.org/> or contact Jordan Melcon, jordan@m4kboston.org. For more information on DonorsChoose.org, please visit <http://www.donorschoose.org/> or contact Charlotte Weiskittel, Director of Online Marketing, Program Expansion, cweiskittel@donorschoose.org.

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