



PRESS RELEASE
For immediate release

THE 2011 BEARD GROWING CONTEST: A BEARD FOR A CAUSE

SAINT-BONIFACE, November 25th, 2010 – The Festival du Voyageur presents today the revamped 2011 Beard Growing Contest which will now encourage participants to raise funds for the Heart & Stroke Foundation of Manitoba while growing their best beard. The Festival du Voyageur is proud to partner with the Heart & Stroke Foundation of Manitoba and Beard Team Canada to offer the opportunity to engage in this fun competition while supporting a good cause !

Grow a Festival Beard

By registering for the Festival Beard category, the participants will get shaved on December 9th and then grow a beard until the Beard Growing Contest on February 25th, 2011. This year, contestants will be encouraged to collect donations during the eleven weeks of their growing efforts. A minimum of \$ 100 in donations will be required and all proceeds will go directly to the Heart & Stroke Foundation of Manitoba. Each participant will receive a souvenir package, including the official event t-shirt and a 10-day pass for the Festival du Voyageur.

Media Personalities Join the Fun

Festival du Voyageur is now looking for media personalities to participate in the first edition of the Media Beard category at the 2011 Beard Growing Contest. Like other contestants in the Festival Beard category, media personalities are invited to get shaven on December 9th, collect donations for the Heart & Stroke Foundation of Manitoba and grow a beard for 11 weeks until the Beard Growing Contest during Festival du Voyageur. If you're interested in participating in the media category, please contact Emili Bellefleur, Director of Marketing and Communications at 237-7692 or ebellefleur@festivalvoyageur.mb.ca

Official Shaving Event with Berns & Black

The official shaving drop-in event will take place at Le Garage Café located at 166 Provencher Blvd on Thursday December 9th, 2010 from 3 to 8 pm. Kitty from Berns & Black Salon will be on site to shave the participants. Please note that the registration deadline for the Media Beard and Festival Beard categories is December 9th, 2010.

Two categories of the Beard Growing Contest are also open to the public: the Voyageur Beard (wild and woolly) and the Novelty category (groomed mustache or beard). The registration fee is \$ 35.

For more information or to register online, visit our website at www.festivalvoyageur.mb.ca or contact Dave Parenteau at (204) 237-7692 or by email at dparenteau@festivalvoyageur.mb.ca.

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Source:

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Festival du Voyageur



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STROKE
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