



**PRESS RELEASE**  
For immediate release

## FESTIVAL DU VOYAGEUR LAUNCHES ITS 2015 BEARD GROWING CONTEST

**SAINT-BONIFACE, November 26, 2014** – Festival du Voyageur is pleased to announce that the Beard Growing Contest will be back for its 33<sup>rd</sup> edition. The official launch will take place December 18, 2014 at Garage Café (166 Provencher Blvd), from 5:30 p.m. to 8 p.m. Festival du Voyageur is proud to partner with the Heart & Stroke Foundation and Berns and Black in order to offer participants the opportunity to take part in a unique competition while supporting a good cause!

### GROWING A BEARD FOR THE HEART

By registering for the Festival Beard category, the participants agree to register clean shaven on December 18 and to let their beard grow until the Beard Growing Contest on Friday, February 20, 2015. Contestants will also be asked to raise funds for the Heart & Stroke Foundation during their ten-week growing efforts. The registration fee is \$35, however participants who will have collected more than \$100 in donations will be exempt of the registration fee. In addition, each participant will receive a souvenir package, including the official event t-shirt and a 10-day pass for the Festival du Voyageur.

### THE 2015 CONTEST CATEGORIES

Festival du Voyageur will once again have the Open category for the Beard Growing Contest in order to be more inclusive of those who would like to support the Heart and Stroke Foundation. To take part in this category, a participant doesn't have to be able to grow a beard, all he or she has to do is show their originality and make their own beard! The contestant with the beard showing the most creativity will take home the grand prize. Other categories include the Voyageur Beard (wild and woolly) and the Novelty category (groomed mustache or beard). Please note that all participants must be over 18 years of age to participate in the contest.

For a preview of the Beard Growing contest, watch a video from the 2013 event here: <http://youtu.be/KCylKktzBrY>. For more information, visit our website at [www.heho.ca](http://www.heho.ca).

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**Festival du Voyageur**



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