



**PRESS RELEASE**  
For immediate release

## **STARTING THE 5 O'CLOCK SHADOW AT THE BEARD GROWING CONTEST LAUNCH**

**SAINT-BONIFACE, November 19, 2015** – Festival du Voyageur is pleased to announce that the Beard Growing Contest will be back for its 34<sup>th</sup> edition. The official launch will take place **December 10, 2015** at the **Albert Street Cocktail Company** (91 Albert Street), from **5:00 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!

This year and for the very first time, Festival du Voyageur is asking all participants to arrive to the event with their beards. It is therefore important not to shave before the launch! Every participant will have the opportunity to be shaven on site by Berns and Black. In addition, the Riel Gentlemen's Choir will be performing during the event.

### **HAVING YOUR HEART SET ON GROWING A BEARD**

By registering for the Festival Beard category, the participants agree to register on December 10 and to let their beard grow until the Beard Growing Contest on Friday, February 19, 2016. 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.

### **A CATEGORY FOR EVERYONE**

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 Festival Beard, Voyageur Beard (wild and woolly) and the Novelty category (groomed mustache or beard). Please note that all participants must be 18 and over to participate in the contest.

For more information, visit our website at [www.heho.ca](http://www.heho.ca).

#BeBearded

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