



GET GROWING FOR THOSE AFFECTED BY CANCER TODAY



WHAT IS MUSTACHE MADNESS?

Mustache Madness is an interactive online fundraiser that encourages student-athletes to toss their razors, grow their mustaches, go head to head against teams across the country and raise money to help families affected by cancer with residential, financial and emotional assistance. There are two options to join Mustache Madness, one is to be captain and the other is to be a grower. From October 19 - November 28, players grow their mustaches and share their customizable fundraising page with family and friends to raise funds and compete against other teams.

WHY HEADSTRONG?

The HEADstrong Foundation was founded by Nick Colleluori, a Division I student-athlete when he was diagnosed with non-Hodgkin's Lymphoma. From his hospital bed he created the foundation to raise funds by empowering athletes to support his mission. After a 14-month battle, he passed away after making his family promise that others following in his footsteps would benefit from his life.

CONTACT US

 www.MustacheMadness.com

 @MustacheMadnessHF

 @StacheMadnessHF



STEP 1

Make your fundraising page your own!
Add images of you and your mustache



STEP 2

Toss the razor & grow your mustache
this fall from October 1 to November 28



STEP 3

Update your social profiles with photos of
your mustache & your fundraising page



STEP 4

Share a video explaining why you are
fundraising on social media



REGISTER TODAY



NEXT STEPS FOR CAPTAINS



STEP 1

Visit MustacheMadness.com to set up your team's Mustache Madness page. Share the link with your team for them to register.



STEP 2

Lead by example. Toss your razor and #GetGrowing. Encourage members of your social circle to get involved in the campaign.



STEP 3

Use your personal and team platforms to make a difference. Share your link, tagging @MustacheMadnessHF and #GetGrowing.

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QUESTIONS?

Contact Richie Hurley at rhurley@headstrong.org