

Young at heart



Facial Hair Growth Breaks Record

It was a record-breaking year for mustaches – or at least the 170 men who grew them as part of the Mustaches for Kids (M4K) Richmond fundraiser last fall. This year's event, which has collected \$281,000 for Children's Hospital Foundation (CHF) since 2011, raised \$55,000 for CHF, one of six local charities to benefit in 2018.

As part of the month-long event, participants pay a small entrance fee and collect pledges to support their facial-hair growing efforts. Participants, or "growers," often organize into teams to add a new level of camaraderie and competition to their efforts.

"Instead of being the one random guy at your office growing a mustache, you become part of a fun philanthropic group of mustache-growing heroes," said Ben Keefer, M4K board member and member of the Capital Fun team, a group of Capital One employees who raised more than \$48,000 in 2018. "There is no better feeling than being in a meeting at work where mustaches are the majority! From a charity perspective, the teams promote an additional level of friendly competition. Nobody wants to be last on the leader board no matter what it is for."

This year's event culminated with the Stache Bash on Nov. 30 at Triple Crossing Fulton, where participants wore costumes and competed in a pageant-like atmosphere for the title of "Sweetest Stache," which recognized the grower who made the biggest impact on M4K Richmond this year.



M4K participants celebrated at the Stache Bash on Nov. 30.



M4K Over the Years

2011	2012	2013	2014	2015	2016	2017	2018
\$10,000	\$17,500	\$30,000	\$25,000	\$32,500	\$45,000	\$55,000	\$55,000