<space for store logo>

**FOR IMMEDIATE RELEASE**

<STORE> BRINGS MEN’S HEALTH AWARENESS TO CAMPUS

<Date> Set for Movember Kickoff Party at <college name>

<LOCATION> <(Date)> -- Community members, college students and staff are invited to attend a Movember fundraiser, scheduled to begin at <time> on <date>.

<quote from host about importance of event>

<#> participants will pledge their allegiance to the band of bristles by receiving a free shave from <salon name> right outside the store. The group will the then grow their “mo’s” throughout the month to earn donations for the cause.

<quote from participating business about why they’re involved>

The store is hoping to raise <$> throughout the month through a variety of initiatives including <1>, <2> and <3>. Others can show their support by <action 1> or <action 2>.

<quote from bookstore manager about donating>

<Boilerplate of bookstore>

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<Address, Phone, Fax, email of bookstore>