

## **Hotelbeds Group employees help stop men dying too young by growing silly moustaches and raising over €10,000**

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Can growing amusing facial hair help prevent men from dying prematurely? Many employees at Hotelbeds Group think so.

Nothing joins together hundreds of employees around the world quite like a charity fundraiser and they make no exception for Movember, an annual campaign that takes place during November whereby men grow outrageous moustaches to increase awareness of men's health issues.

This year a great number of colleagues have grown a moustache and, most importantly, together raised over €10,000 to donate to the Movember Foundation - who in turn invest in studies and campaigns that have one clear objective: to stop too many men dying younger than they should.

This is an issue close to our hearts as sadly we have amongst us some colleagues that have been through critical and frightening health problems before they were even 40 years old (but consider themselves lucky to have survived). This encouraged our team to help others to be aware of the early detection of prostate and testicular cancer, mental health issues, and other illnesses afflicting men.

Although Movember began in 2004, it was only in 2012 that a few employees started taking part. Since then the team has grown from just four people raising €700, to over 60 people this year raising over €10,000. Over the years the team has had many names, including Le Moustache, Tash-a-Lash-a-Ding-Dong and HBGrizly. But this year they settled on Rebel Tash and henceforth will use this moniker every year from now on.

Funds have been raised by a variety of ingenious methods, including a pin-the-tail-on-your boss competition, a 5km fun run (with a beer break in the middle!), cake sales and of course the old fashioned method of soliciting individual donations.

Thirteen years after its creation, Movember is still the only global charity focused solely on male illnesses, changing the face of men's health by encouraging awareness, check-ups and healthier lifestyles to stop preventable deaths.

Next year the team is setting its sights even higher and aims to smash the €15,000 mark!

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