

Schick.ca – The Buzz

Schick Hydro 'License to Grow' Movember Tour

For the second year, Schick Hydro was a Proud Partner of the global movement, awareness and fundraising campaign, Movember. Movember, the month formerly known as November, is the month dedicated to growing moustaches and raising awareness and funds for men's health issues; specifically prostate cancer.

Why is Schick so passionate about Movember?

- *On average men live 4-5 years less than women
- *1 in 7 men will be diagnosed with prostate cancer in their lifetime
- * 25,500 men will be diagnosed with prostate cancer this year in Canada

To support Movember's 2011 campaign theme, **Moustache Season**, Schick launched their own 'License to Grow' program.

You need a license to drive a car, to fly a plane, to fish... so why not a license for your mightiest attribute... your Mo? By visiting [facebook.com/SchickHydroCanada](https://www.facebook.com/SchickHydroCanada), Movember enthusiasts could upload their photo and print off your very own '**License to Grow.**' Not only did this help to strike up a conversation about men's health but it gave people a license for looking so good!

In addition, the Schick Hydro Team embarked on a cross-Canada 'License to Grow' Tour. Throughout the tour, Schick Hydro Ambassadors encouraged Mo Bros to maintain their moustache (and eventually shave off their Mo!) with the best tool available, the Schick Hydro 5 razor. Everyone that visited the vintage style 'License to Grow' Barbershop style headquarters received a free Schick Hydro razor and collateral piece directing them online to learn more about Movember and to access the License to Grow Facebook app.

The tour visited 8 university campuses and 4 office towers across Ontario, Quebec and Vancouver, spreading the Movember word from coast to coast!

