



FOR IMMEDIATE RELEASE

October 13, 2016

Contact: Danielle Corso  
Volatile Media Management  
364 N Main Street, Suite 10D  
Manahawkin, NJ 08050  
(609) 848-3852  
Danielle@vforvolatile.com

**LOCAL CANCER FOUNDATION JOINS THE MOVEMBER MOVEMENT**  
**David's Dream & Believe Cancer Foundation joins forces with Swing Graphics for "Shave The Date."**

Far too many men ignore signs of poor health and refuse to take action. By means of spreading awareness, we are making moves and we need your help. This Movember, we are asking men of all ages to grow a mo to help raise awareness & provide HOPE for male patients battling a cancer diagnosis. If growing a mo isn't your forte, beards & manes are eligible too. Ladies are welcome and encouraged to get involved by collecting pledges and trimming their tresses.

In recognition of this underlying problem, Swing Graphics and David's Dream & Believe Cancer Foundation have partnered to create "Shave The Date," a one-time pop up barbershop at East in Surf City, New Jersey. On November 1, men & women are asked to document current hairstyles on their social media channels with #IShavedTheDate. Over the next month, they will grow out their hair while collecting pledges in support of their commitment for a *No Shave November*. On November 25, 2016, East will open its doors from 4pm-9pm to welcome participants to receive a shave or haircut with pledges of \$50 or more. If you are unable to attend the popup barbershop at East but would still like to participate in the fundraising, we welcome you to get involved - simply utilize our pledge sheets & visit your favorite barber to get the job done. Pledge sheets are available for download at [davidisdreamandbelieve.org](http://davidisdreamandbelieve.org). Through David's Dream & Believe Cancer Foundation, all proceeds from "Shave The Date" will be directed to male patients diagnosed with cancer in need of financial assistance.

"We are currently in a men's health crisis. Men are 25% more likely to be diagnosed with cancer than women. When learning this, I had to ask myself, 'What do I know about men's health?' I could barely even answer that question. I suddenly realized that awareness must be THE first step," said Dawn Simon from Swing Graphics who has organized this event with the help of business partner Pete Sullivan.

David's Dream and Believe Cancer Foundation is a 501(c)(3) nonprofit that raises funds to provide financial assistance, services and HOPE to families affected by a cancer diagnosis. Since 2011, DDBCF has supported 650 Families battling a cancer diagnosis with over \$500,000 in grant donations and is currently on pace to offer financial & emotional support to one patient/family per day.

David Caldarella says, "As a stage IV head and neck cancer survivor and Co-Founder of David's Dream & Believe Cancer Foundation, it's imperative we join together to raise awareness for men's health. 1 in 2 men will be diagnosed with cancer this year and that number is set to double in 2050 according to the National Cancer Institute. Dawn Simon & Peter Sullivan from Swing Graphics have created a Movember Fundraiser in partnership with DDBCF called, 'Shave the Date' to not only raise awareness for men's health in particular with cancer but also to raise funds for local men battling a cancer diagnosis. Please join with us as 'A Beacon of Hope' this Movember."

For more information about Shave The Date and David's Dream & Believe Cancer Foundation, please visit [davidisdreamandbelieve.org](http://davidisdreamandbelieve.org) or call Danielle Corso at (609) 848-3852.

###