

Demistache



For Immediate Release
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DEMISTACHE TO SPONSOR MOVEMBER 2009
Proceeds of Urban Demistache to Benefit Campaign



New York, NY (August 14, 2009)—Demistache, the collection of moustache-inspired jewelry designed by Rachael White, announces it will support Movember, a global campaign that encourages men to grow moustaches during the month of November to raise awareness and funds for men's health issues, specifically prostate and testicular cancers. Demistache will sponsor Movember by donating \$8.00 from the sale of any Urban Demistache purchased from November 1, 2009 – January 1, 2010 at www.demitassejewelry.com.

"Demistache is more than a fashion statement, it is an emblem of strength and we are proud that we can utilize our moustache designs to help Movember raise much-needed awareness and funds for the cancers that affect men," says Rachael White. "Demistache designs are a way for both men and women to help show their support of this campaign."

The Urban Demistache features a chic moustache crafted from base metal in rose, brass, gunmetal and silver color ways. The designs are hung from a ball chain or black, pearl, smoky quartz or garnet rosary beads. The Urban Demistache also flaunts versions that are blinged out with topaz, crystals, amethysts or jet pave crystals. Retail prices range from \$38.00 to \$98.00.

Various pave diamond Demistache necklaces will be auctioned off at the Movember launch event on Friday, October 16th in New York. Not only will this event kick off the 2009 Movember campaign, but will also feature a moustache-inspired art exhibition as well as a silent auction. Proceeds go to Movember and the organizations it supports – LIVESTRONG and the Prostate Cancer Foundation.

For more information on Demistache, please visit www.demitassejewelry.com.
For more information on Movember, please visit www.Movember.com.

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