



ROBERT D. PARISI
Mayor

TOWNSHIP OF WEST ORANGE

66 MAIN STREET, WEST ORANGE, N.J. 07052

OFFICE OF THE MAYOR

Tel: (973) 325-4100

Fax: (973) 669-0238

Email: Mayor@westorange.org
RParisi@westorange.org

West Orange Movember Team MO'WO Launches Celebrity Look-A-Like Contest

November 18, 2014 – West Orange, NJ – West Orange today launched a Movember Celebrity Look-A-Like social media campaign to support the global men's health initiative. The town's team, called MO'WO, will pair more than 20 'moustached' members with popular celebrities to raise awareness and funds for the cause.

"We are now at the halfway point of Movember and it's amazing just how different you look with a moustache or facial hair if it's not your normal look," MO'WO Team Captain Perry Bashkoff said. "A bunch of us started comparing our new looks to recognizable celebrities and thought the look-a-like campaign would be a great way to bring more awareness to what we're doing here in West Orange. Who knows, maybe we'll even get a donation from one of our look-a-likes."

Each day for the next week, team members will have their celebrity look-a-likes posted on the Township Facebook page (www.facebook.com/westorangeinfo), on Twitter at www.twitter.com/westorangeinfo and Instagram (@westorangeinfo)

Mayor Robert Parisi will kick off the campaign with his celebrity look-a-like comparison to comedian and actor Jeff Foxworthy. Bashkoff was likened to Bravo "Shahs of Sunset" reality star Reza Farahan.

This is the second year in a row that West Orange has participated in the Movember movement. In 2013, Team MO'WO raised more than \$11,000 for the cause, which helps fund over 800 men's health programs in 21 countries.

For the entire month of November, men (Mo Bros) take action by changing their appearance by growing a moustache to spark conversation and raise funds. Women (Mo Sistas) commit to supporting the men in their lives while helping to promote men's health. The growth of a new moustache sparks conversations about men's health issues like prostate cancer, testicular cancer or mental health.

"People all over town have been commenting on my moustache. We wanted to raise our profile during Movember so more people would donate to the cause. Social media is a key



AN EQUAL OPPORTUNITY EMPLOYER
www.westorange.org

factor to raising awareness and we are taking advantage of this by utilizing every avenue possible to promote this fun campaign,” Parisi said.

[The Movember Foundation](#) is the leading global organization committed to changing the face of men’s health. The Movember community has raised over \$550 million and [counting](#) and funded over 800 men’s health [programs](#) in 21 countries. This work is saving and improving the lives of men affected by prostate cancer, testicular cancer and mental health problems.

To mark the end of Movember, West Orange is hosting a party on Sunday, November 30th from 7-9 PM at the Essex house, 525 Northfield Ave. in West Orange. The public is invited to attend this free event.

To support Team MO’WO visit the www.westorange.org/movember.

###

Media Contact:

Jessica Glicker

jglicker@westorange.org

973-476-3413



AN EQUAL OPPORTUNITY EMPLOYER
www.westorange.org