

No Shave November: The Reason Behind the Razor by Megan Burpo

(<http://vtprssa.weebly.com/blog/no-shave-november-the-reason-behind-the-razor-by-megan-burpo>)

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Watch out Pumpkin Spice Latte's, there is a new autumn trend capitalizing the reason for the season. This fickle friend has set its mark on November demanding attention from boardroom to runway. Yes, facial hair is here to stay.

It seems every month can be attributed to a new cause: September paints the town red for blood cancer, October says to "Think Pink" for breast cancer, and November brings out the beards; but do we know why?

This autumn tradition has gained increasing popularity since it's 2003 debut; however, with all of the attention focused on the campaign activity the message has been shaved away. According to the official website (<http://noshember.com>) No Shave November was originally started with the goal to grow awareness by embracing our hair, which many cancer patients lose, and letting it grow wild and free." Participants are

encouraged to raise money as well as donate the money they would have spent on shaving-related products to the American Cancer Society.

Movember (<http://www.nydailynews.com/life-style/health/movember-no-shave-november-article-1.1997756>) is a separate cause that also centers around celebrating men's health but in contrast to No Shave takes a specific approach. Founded in 2003, the Movember Foundation donates the money raised to programs concerning the top leading killers of men: prostate cancer, testicular cancer, poor mental health, and physical inactivity. Movemebr doesn't ask participants to commit to the full face but encourages them to grow a mustache that even Ron Swanson could stand behind.

Many non-profit organizations and companies practicing corporate social responsibility use this marketing ploy to raise awareness and funds by tapping into fad trends. The real question is can you call our campaign a success if no one remembers the causes attached?

Very few individuals see a pink ribbon or a rainbow flag and are not able to immediately match the symbol and cause. So where in the sea of lumber sexual articles and baby face jokes did men's health slip behind the scenes? The #noshavenovember pulls up 720,816 posts but how many of those have a link attached for donations? Participating in the cause and strutting your newly grown beard - or bold lady leg hair - is great. It truly is awesome to partake in a lighthearted practice concerning serious subjects; going a step further and bringing light, attention, and resources to the men's health topic of your choosing would be better.

The PR teams for No Shave November and Movemebr have undoubtedly succeeded at spreading their challenge. Capitalizing on the success of the trend to support their goal and cause is another story. While we may not have the resources available to answer the complex question regarding success, this campaign serves as a great learning tool for students and professionals alike.

There is a reason for the razor, a point to thinking pink, and a rationale to turning it red. In finding the intent behind the campaign we have reached the biggest success of all.

Edited by Katharina Elberti, Vice President of Publications 2015-2016

No Shave November image courtesy of http://how2becool.com/wp-content/uploads/2014/11/brace_yourself_no_shave_november_is_coming-515572.jpg

<https://thefamilysecurityplan.files.wordpress.com/2014/10/movember.jpg>



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