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For Immediate Release

growMANKato and Jonathan Zierdt Cancer Fund Announce November Schedule of Events Dain Fisher to be 2019 Shave Down Celebrity

MANKATO, MN, OCT. 21, 2019 -- growMANKato and the Jonathan Zierdt Cancer Fund (JZCF) announce this year's schedule of events to raise awareness and increase support of mens' cancers. Activities will take place throughout the month of November and include another Celebrity Shavedown with this year's celebrity being Dain Fisher of MOGWAI Collaborative and Fisher Development.

Events kick-off on Friday, November 1 with the Community Shave Down, Beards and Beer event from 5-7 p.m. at the Mankato Brewery. Y Barbers will once again be donating their services to provide shaves for donations of \$25.00 or more. Medical professionals will also be on-hand to answer questions about mens' cancers and address the importance of preventative care and testing.

Later that evening, during the Minnesota State University, Mankato Men's hockey game, the 2019 Shave Down Celebrity, Dain Fisher will be introduced. Fisher will be raising funds throughout the next several weeks and has stated a goal of raising \$5,000 to get him to shave his beard.

"I remember growMANKato's first Mustache Bash, which raised money to help my good friend, Wes Schuck. We raised \$12,000 in one night" said Fisher. "It would be an honor for me to shave every hair on my head this year to support this important effort for the Jonathan Zierdt Cancer Fund."

Additional events planned throughout the month include a "Wet your Whiskers" Whiskey Tasting event at Pub 500 on Friday, November 8 from 5-7 p.m. and the Celebrity Shave Down on Saturday, November 23 during the Minnesota State University, Mankato Men's hockey game. If Fisher reaches his \$5,000 goal, his beard will be shaved off, on the ice, during the first intermission. Minnesota State University, Mankato is offering specially priced hockey tickets for this game for \$15.00 if purchased through the link: <https://secure2.mnsu.edu/eventsconferences/registration.aspx?EventID=2329>. Five Dollars from each ticket sold will be donated to JZCF. The month's events conclude on Friday, November 30 at the annual Mustache Bash from 7-10 p.m. at Pub 500.

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Proceeds raised through each event go to JZCF and are specifically used to help purchase gift cards included in JZ Caring Boxes. These gift cards help support area cancer patients and their families and can be used for whatever needs the patient may have, including everyday expenses such as gas and groceries. This year's total fundraising goal is \$10,000. Men throughout Greater Mankato are encouraged to shave down on November 1 and grow their beards and mustaches all month long to show their support and help raise public awareness about men's cancers.

This is the fifth year of #growMANKato organized events. These efforts began in 2014 starting with a conversation between two local men, testicular cancer survivor, Chris Harstad and Jonathan Zierdt, who was then affected by both kidney and prostate cancers. Although Zierdt's kidney cancer went into remission, he lost his five year battle with prostate cancer in March of this year. "My conversation with Jonathan led to us brainstorming about ways we could support local men dealing with cancer. Together, with a group of other community leaders, we decided to piggy-back off of No-Shave November and hold a series of fun local events throughout November that would help educate men about their health risks and raise funds to purchase gift cards to support local cancer patients. It is very gratifying to see this effort continue to grow and succeed each year", said growMANKato co-founder, Chris Harstad.

"Since the dedicated volunteers of growMANKato began their efforts in 2014, they have raised thousands of dollars to support area cancer patients and the Jonathan Zierdt Cancer Fund. We are extremely grateful for their continued commitment and all their efforts to raise public awareness of men's cancers and the importance of preventative care and regular check-ups.", said Tami Paulsen, Director of the Jonathan Zierdt Cancer Fund.

For more information about growMANKato November events please visit www.jzfullyalive.com, or go to Facebook to **growMANKato or JZ Cancer Fund**

To donate, please go to www.MankatoAreaFoundation.com, click "Give Today", and select #growMANKato as the recipient. To specifically support Dain Fisher's Celebrity Shave Down fundraising effort, please go to www.crowdrise.com/celebrity-shave-down-2019

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