

# BEARD SEASON

BEARD SEASON  
ABN: 14 633 056 149  
A non-profit health promotion  
charity with DGR status

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To whom it may concern,

Back in 2010, we lost one of our best mates to melanoma. His name was Wes Bonny.  
And today, you're reading this because we don't want the same thing happening to you...

You see the esteemed gentlemen who sent this letter obviously cares about you.  
And to prove it, they're embarking on a Beard Season.

What is Beard Season?

Well for the chilly winter months of June, July & August, gentlemen from all over the country will be growing their fine facial follicles and using them as life saving conversation starters. Encouraging as many people as possible to commit to getting a skin check. Championing the early detection of melanoma - Australia's national cancer.

As an employer/family member/close friend/associate of our valued ambassador, we wholeheartedly encourage you to support their beard growing campaign.

You can do so in three important ways:

- 1. Get a #BeardSeasonSkincheck with your GP or skin specialist**
- 2. Donate to (and share) their profile at beardseason.com**
- 3. Sign up yourself and join their team, you too can help us save lives...**

This year, we are on a mission to kick start Australia's first national skin check program. Something we've been trialling for many years now with mind blowing results. So much so that 10-15% of people who get checked find something which could be cancerous.

While melanoma is one of the world's most deadly cancers, it's also one of the most successful to treat - if it's detected early. If you'd like to sponsor our vision or bring us in to check your team please get in touch. Beard Season now potentially saves a life a week, or as we like to call them, #BeardSeasonVictories.

It'd be an honour to have you on board.

Grow on...



Jimmy Niggles Esq.  
CEO / Founding Ambassador



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