



Mr. Breast Fest Competition

Thank you for your interest in our “friendly” contest to spread the Beyond Boobs! culture in a way never seen before! Before applying for consideration as a contestant for the much sought after title of Mr. Breast Fest 2013 at our inaugural Breast Fest on June 22, 2013, please consider a few, shall we say, ‘interesting’ guidelines and requirements.

A total of 10 contestants will be selected from applications | Deadline to apply is June 8, 2013
Applicants must be 21 years of age

Why apply for this contest?

While breast cancer affects mostly women, men play such an integral role in their lives – for staying healthy, and if diagnosed, for helping them through it. We have found that women are often not always vigilant in taking charge of their breast health. With the disease affecting one in eight women, we want to remind them that it is important to pay attention to their bodies, to take care of their overall health, and practice early detection whenever possible. As a man who cares about the women in your life, you can be a strong and positive influence for encouraging them to do just that. Your mothers, grandmothers, sisters, wives, girlfriends, and friends are all potential targets for this disease, and we know that you would protect them if you could. As the men who care about the women in your life, you can be a strong and positive influence for encouraging them to do just that.

So, here’s your chance!

Help teach women about the importance of breast health with flair, support, charm, and strength, in a way only a REAL MAN can do!

Individuals selected to be contestants for Mr. Breast Fest agree to the following:

1. Contestant must pay the \$50.00 ticket price for admission into Breast Fest.
2. The contestant must provide and decorate his own bra prior to the day of the event and wear the bra for a minimum of 2 hours (1:00 – 3:30pm) during the Breast Fest. The contestant may enlist the help of his most creative friends or family members for bra-decorating duty, and any non-vulgar theme may be used. The decorated bra may be worn over a shirt or without a shirt, at the discretion of the contestant. Think votes!
3. Contestant understands he must uphold a pleasant, non-inebriated and friendly demeanor at all times as a representative of Beyond Boobs! No vulgar language or nudity allowed. ☺
4. Contestant will be provided with a container for collecting his “votes” and granted an assistant/groupie to help work the crowds.
5. Due to the nature of the event and the code of ethics for Beyond Boobs!, we ask that there be no inappropriate physical contact with the audience in exchange for votes. Sorry, no lap dances allowed. ☺
6. Mr. Breast Fest will be crowned based on total number of votes (\$1.00 equals one vote), and only money collected during the Breast Fest will be counted for the title of Mr. Breast Fest. A campaign to collect monies prior to the Breast Fest is VERY much encouraged, and will be rewarded with its own title.
7. Prizes will be awarded to 3 winners in addition to Mr. Breast Fest in the following categories with help from an esteemed panel of judges and audience input:
 - ‘Mr. Best Bra’ – The contestant with the best decorated bra
 - ‘Mr. Congeniality’ – The contestant with a flair for working the crowd, and making everyone laugh and smile
 - ‘Mr. Moneybags’ – The contestant who collects the most donations prior to the event by requesting friends, co-workers, and family who want to support the Breast Fest effort, but are not able to attend.
8. Winners and contestants grant permission to Beyond Boobs! to use their speeches, photos, and videos in Beyond Boobs! related media for advertising and promotional purposes and further understands that these materials will become the property of Beyond Boobs!
9. During the Mr. Breast Fest’s Reign (June 22, 2013 – date of Breast Fest 2014), all appearances as Mr. Breast Fest (in crown and sash) must be approved by Beyond Boobs!
10. During his reign, Mr. Breast Fest will be invited to attend Beyond Boobs! events as a special guest (FREE!). Participation is voluntary but highly encouraged.



To apply for the Mr. Breast Fest Contest, please:

- ♥ Review thoroughly all Mr. Breast Fest guidelines
- ♥ Complete the application below
- ♥ Sign the bottom verifying that you understand all guidelines to the contest
- ♥ Submit (via mail or fax) your Mr. Breast Fest application
 - Beyond Boobs! Inc.
 - 1311 Jamestown Rd., Suite 202
 - Williamsburg, VA 23185
 - 757.903.4214
- ♥ Contact Vicki at 757.645.2649 with any questions

Mr. Breast Fest Applicant Information					
Applicant Name:					
Mailing Address:					
City:		State:		Zip Code:	
Phone Number:		Cell Phone:			
E-Mail 1:		E-Mail 2:			
Date of Birth:		Occupation:			
Has breast cancer affected your life personally? If so, how?					
What made you decide to apply for this contest?					
Accepted ?	YES or NO				
Date:	By Whom:				

I, _____, have thoroughly reviewed and agree that I will adhere to the requirements listed above if selected to be a contestant for Mr. Breast Fest 2013.

(Please print name)

Signature: _____ Date: _____