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### **Bowling for Boobies Goes “Balls Out”**

Busted Foundation joins forces with Movember to battle cancer for both sexes

Los Angeles -- (October 2011) - Busted Foundation, the charity foundation that developed the exuberant annual fundraiser **Bowling for Boobies**, announces its support of Movember, the charity event that gets men to grow moustaches to change the face of men’s health by creating a global focus on cancers affecting men.

“We are so excited and honored to be partnered with the global Movember movement as we work towards expanding our support networks to more women -- and now men,” said Stefanie LaHart, CEO of Busted Foundation. “From ‘boobs’ to ‘balls’, the mission of our partnership is to bring awareness to cancers that impact both sexes.”

Busted Foundation is a philanthropic organization that works to primarily raise funds for women who have experienced financial hardships as a result of being diagnosed and living with breast cancer. Busted Foundation’s signature event held annually in Los Angeles, **Bowling for Boobies** asks teams of six to raise a goal of \$6,000 to directly aid women affected by breast cancer. Now in its 7<sup>th</sup> year, the event is known for its high energy, incredibly colorful and outrageous social event.

In show of their support to expand their battle against cancer to men and women, Busted Foundation will be participating in future Movember events.

Movember, the month formerly known as November, aims to change the face of men’s health by creating a global focus on cancers affecting men. Participation is not only fun, but simple. Once registered, men are challenged to start the month clean-shaven and grow a Mo. The moustache becomes the hairy ribbon for men's health and the guys growing them become a walking billboard for 30 days. The growth of a new Mo inspires conversations about not often talked about topics - men's health and cancer affecting them. Women who register are key to the campaign’s success. They act as Mo ambassadors, spreading the word and showing their support for men’s health and the moustache.

Movember will be forming a six-person team to participate in the upcoming “Bowling for Boobies” event in Los Angeles.

”Movember is excited to support our Mo Sistas by participating in the Bowling for Boobies event,” said Lisa Potter, Director of Communications for Movember. “Women are very important to our cause of getting men to focus on their health and we are honored to show our support at this event for women’s health.”

This year, Bowling for Boobies will be held on October 23 from 5:00pm until 10:00pm at Jillian's Hi-Life on Universal City Walk.

Those not local to Los Angeles who want to help support the event and cause are encouraged to make a direct donation online via the Web site, [www.bowlingforboobies.com](http://www.bowlingforboobies.com) and receive event updates via Twitter: <http://www.twitter.com/bowling4boobies>

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