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# THE CrossFit LIFE

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## Grow Your Mo

Jimi Letchford rallies the CrossFit community to participate in Movember, a mustache-growing fundraiser to benefit men's health. Hilary Achauer reports.

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By Hilary Achauer

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All images: Madeline Letchford

*Removing key aspects of a beard can reveal a hidden treasure on the upper lip.*

Take a look at the men around you. Notice anything ... different? A dark shadow on their upper lips? Facial hair sprouting on the normally smooth and clean-shaven?

In any other month of the year, you could chalk it up to laziness or a belated attempt to join the mustache trend.

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Not in November. In this month, men all over the world grow mustaches for **Movember**, an organization dedicated to raising money and awareness for men's health, specifically prostate cancer. In 2010, Movember had more than 64,500 participants, who raised \$7.5 million. It's now a global movement, with formal campaigns in Australia, New Zealand, Canada, the U.K., Finland, Netherlands, Spain, South Africa and Ireland.

Knowing CrossFit athletes are dedicated to good health, the organizers of Movember reached out to CrossFit Headquarters and asked for support in this year's fundraiser. Jimi Letchford, Chief Marketing Officer for CrossFit HQ and one of the owners of CrossFit Ethos in Laguna Hills, Calif., agreed to spearhead the effort.

"We need to raise awareness because guys are more introverted about their health," Letchford said. "They should get checked out and pay attention."

One in six men will be diagnosed with prostate cancer, and testicular cancer is the most common cancer in American for males between 15 and 34. Men are less likely than women to schedule doctor's appointments and annual physicals, meaning that they could miss early detection and treatment of common diseases.



*Jimi Letchford at the beginning of his month-long journey into amplified manliness.*



*Movember men appreciate the symbolic tributes of their "Mo Sistas."*

Putting a fun twist on a serious issue, Movember challenges men to spend the month of November growing a mustache and raising money for men's health. The rules are simple. Once registered at [Movember.com](http://Movember.com), men start out clean-shaven. For the rest of the month, participants leave their upper lip alone and join the other "Mo Bros" in raising money and awareness. Whether you go with a Fu Manchu, grow a Burt Reynolds-style 'stache or sport a full Hulk Hogan handlebar, your mo will encourage those around you to pay attention to men's health.

Women can get in on the act, too. Known as "Mo Sistas," women can register and help raise money in support of the men in their lives.

If you're a man and don't want to grow but would like to help out, you can still donate to the cause. Join the CrossFit network [here](#), or check out [Letchford's MoSpace](#).

"Any type of participation—from growing a mustache to donating to the cause—will represent your devotion to men's health," Letchford said. "We're looking for growers. We need more Mo Bros and Mo Sistas!"

Get the men and women in your box involved, and let's show the world that our dedication to health extends beyond the walls of the gym.

