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When some guys in Melbourne, Australia decided to raise awareness and money for men's health issues, they didn't create pink bows or red dresses. They did what comes naturally: they grew facial hair for a month, specifically mustaches, and renamed the month Movember! Their motto? "Knowledge is Power; Mustache is King." That was seven years ago, and the organization Movember has since spread around the world and raised \$120 million in the fight against prostate and testicular cancer.

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