

THE 4TH BRITISH BEARD & MOUSTACHE CHAMPIONSHIPS 2018

#BBMC2018

Contact for interviews, appearances, further information, etc.

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PRESS RELEASE – 7th June 2018

Presented by the **Sandgrown Beardsmen**, in association with **Woody's – Grooming for Men - The 4th British Bread & Moustache Championships 2018** is coming to the **Empress Ballroom**, Blackpool, Lancashire – the UK's favourite seaside town – on Saturday 18th August 2018 (10.00 – 23.00).

TBBMC2018 is a fundraiser benefiting **StreetLife**, a local charity providing help and support to Blackpool's homeless 16-25 year olds.

The BBMC is an open championship. no club membership or affiliation is required to enter. It is an inclusive event that is gender neutral, we welcome all nationalities, sexualities, creeds or clans irrespective of how attendees identify.

This biennial, *open* event, previously held in Brighton (2012), Bristol (2014) and Liverpool (2016), attracts competitors, their families, friends, spectators and supporters, with and without whiskers, not only from all areas of the UK (including yours!), but further afield.

A full day event with traditional seaside themes, entertainment, stalls, sidebar activities for all ages, Punch & Judy, ice-cream, candy floss, rock and Lancashire delicacies, it proves to be a great day out for the whole family.

Based in the **Blackpool Winter Gardens**, in the heart of the town, with wristband access attendees are free to break up the day and check out what else the town has to offer.

Those making a weekend of it arriving on the Friday have free entry to the Pre-Party hosted by **Captain Fawcett** at **The Bootleg Social** (Topping St, Blackpool) from 7pm til late.

The event proper kicks off at midday Saturday 18th August 2018 (doors open 10am for registration, photographs, 'Grand Parade' Blackpool Tower Headland, etc.).

Hosted by the Sandgrown Beardsmen (Blackpool's original and only beard & moustache club) and presented by local comedian and compère, **Ryan Gleeson**, music from Blackpool popular beat combo, **Troubadour**, closing the event, with *Wurlitzer* intermissions and *The Sandgrown WAGs!*

The after party, hosted by **Brighton Beard Co.** will provide a royal send off to the newly crowned champions of each of the 21 beard & moustache categories – plus *Best in Show!*

Tickets available from Skiddle.com – search 'beard'. All proceeds go to charity.

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Further information attached...

Contacts:

Sandgrown Beardsmen

Message: facebook.com/SandgrownBeardsmen
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Tel/TXT/WhatsApp: 07 999 435 758

Online presence:

Sandgrown Beardsmen web site:
sandgrownbeardsmen.uk
Sandgrown Beardsmen Instagram:
@Sandgrown_Beardsmen

BBMC2018 web site: www.tbbmc.co.uk
BBMC2018 Facebook Page: @TBBMC
BBMC2018 Instagram: @tbbmchamps
BBMC2018 Twitter: @TBBMC2018

StreetLife

StreetLife web site: wearestreetlife.org
Email: info@wearestreetlife.org
Tel: 01253 294477

Headline Sponsor

Woody's Grooming for Men
Web site: woodysgrooming.com
Facebook: facebook.com/WoodysGrooming

Pre-party Sponsor

Captain Fawcett
Web site: captainfawcett.com
Facebook: facebook.com/captainfawcett
Email: info@captainfawcett.com

After-party Sponsor

Brighton Beard Company
Web site: thebrightonbeardcompany.co.uk
Facebook: facebook.com/TheBrightonBeardCompany
Email: hello@thebrightonbeardcompany.co.uk
Tel: 01273 911090

Venues

Empress Ballroom, Winter Gardens, Blackpool
Web site: wintergardensblackpool.co.uk
Tel: 01253 629600

Bootleg Social

Facebook: facebook.com/bootlegbars
Email: info@bootlegsosocial.co.uk
Tel: 01253 932627

Event entertainment

Ryan Gleeson (compère)
Web site: ryangleeson.com
Facebook: facebook.com/RyanGleesonComedy
Email: ryan@comedystation.co.uk

Troubadour (headline band)

Web site: wearetroubadour.co.uk
Facebook: facebook.com/wearetroubadour.co.uk
Email: troubadour2007@yahoo.co.uk

The Mighty Wurlitzer (Empress Ballroom)

Image Files

Please find on the BBMC2016 site (<http://tbbmc.sandgrownbeardsmen.uk/media-centre/>) – event art and **Ian Crockart** folder 20 images of the British Beard & Moustache Championships 2016 taken by photographer Ian Crockart (in association with 'Captain Fawcett'). Images of competitors at St Georges Hall, Liverpool.

Please credit **Ian Crockart** for any and all images used on any platform.

Images may only be used to accompany articles, features, stories, etc., about the **British Beard & Moustache Championships 2018** to be held at the Express ballroom, Winter Gardens, Blackpool. 18th August 2018.

All image files names relate to the individual depicted in the image and should also be credited.

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[by line: Myk.R / Sandgrown Beardsmen / #BBMC2018]

Once upon a time beards were just, well, there. Spotted occasionally on the faces of Open University lecturers, mountaineers, sailors of a certain vintage, Beatnik and hippy culture throwbacks and quintessentially British, double-barrelled actors named James.

But now, more beards and other facial furniture is in evidence on any high street than in Edwardian times - the last great era of the pogonophile – a period when the former playboy prince, then King, sported a fine Romanoff/House of Sax-Cobourg styling (eponymous cigar optional).

The century turned with an uplift in film entertainment with its accompanying periodicals, newsreels, 'celebrity' magazines and 'society' diary pages that broadened the appeal, dapper chaps took to cultivating rather than pruning their growth. And so it spread, the vogue and the whiskers.

Today, it appears to be the other way round, more celebrities are taking up a trend that has exploded in every community at a grassroots, or should that be whisker-roots, level.

It also seems that, along with the fashion of the beard and moustache, there's an increase in beard & moustache clubs... a barbershop conspiracy?

Almost every town and district now has a 'club' of one form or another; whether it's a loose gathering of confederates occasionally spotted quaffing micro-brewed real ale and swapping grooming tips in the community run pub, or the local *British Beard Club* 'thatch' running an event for charity, to the less formalised, unaffiliated beard club meeting monthly, raising funds for grassroots charities through raffles supported by an often fledgling male grooming business offering their product as prizes. One such club are the Sandgrown Beardsmen of Blackpool (www.sandgrownbeardsmen.uk), founded by Brian Eva.

In any event, every two years all these enclaves gather for the *British Beard & Moustache Championships* (www.tbbmc.co.uk), also run as a fundraiser for charity. And, 2018 sees the next event taking place in Blackpool, one of the UK's best known and most visited seaside resorts – with a promenade so long, and often sufficiently bracing, that a beard is considered an essential guard against inclement, off-season, weather.

But in 2018, come the summer month of August (Saturday 18th), in the magnificent Empress Ballroom (a firm favourite on the Edwardian social scene) a gathering of the clans will take place when all the beard clubs, thatches, groups, and chums will convene.

While billed as the 'British' the event is 'open' to all, with visitors from around the globe expected, with an attendance to exceed the numbers of previous championships – Liverpool in 2016, Bath 2014, Brighton 2012 – running upwards of a 500 beardsmen and

'Whiskerinas', moustachioed and dapper gents, with their families, friends, supporters and spectators, along with various media outlets and photographers (who know a photo opp when they see one) in tow.

This event will prove to be the most diverse and fun-filled in its history as - like the town of Blackpool – whatever your age, gender, clan, or creed their invitation extends to you, there is a welcome for all, and not just those with fecund facial follicles.

The 2018 championships are being hosted by Blackpool's only and original Beard Club, The *Sandgrown Beardsmen*. With a full programme of parading, presenting, judging & awarding, along with musical and other entertainments - for which Blackpool, the Empress Ballroom and Winter Gardens are renown - with stalls and seaside sidebar activities for all ages, on the day, whether you're there for the beards, the beer, or jest the craic.

Judging categories include beards of all lengths and designs, similarly for moustaches, along with the ever popular, and crowd-pleasing, Freestyle categories. Many bringing with them an eccentricity and often eccentric mode of dress to boot.

The inclusion of '*Handmade*' categories means no-one is excluded from entering the competition through a natural dearth (or otherwise) of facial furniture, inventiveness being the key, often extravagant and daring designs winning over the judging panel.

Children under 12 can go free (accompanied by a ticket holding adult) and will be eligible to enter the under 16s Handmade category, also free of charge!

All proceeds to benefit local, grassroots charities, primarily *StreetLife* who support Blackpool's homeless 16-25 year olds.

For more information visit www.tbbmc.co.uk

Local press readership participation opportunity – ask your readers;

Are you planning to head for the *British Beard & Moustache Championships* this year? Are you a member of a local beard club? If so get in touch, tell us about your charitable deeds, show off your winning whiskers, and share your grooming tips with our readers.