



FOR IMMEDIATE RELEASE
May 14, 2010

Contact:
Renee Davidson, Campbell Consulting Group
541-350-3525, renee@grassrootspr.com

2010 National Beard & Moustache Championship Seeks Celebrity Judge *Conan O'Brien's tweeting beard served as inspiration*

Bend, Oregon - Until an A-List bearded celebrity agrees to serve as a judge in the June 5 2010 National Beard and Moustache Championships in Bend, Oregon, organizers will court them online.

"We'd like to have Conan O'Brien as a judge, since he has a beard that tweets, but he has yet to respond to our twitter taunt," said Jack Passion, emcee of the June 5 competition, and reigning World Champion. "We also really like Ellen DeGeneres, and since she doesn't have a beard, we're sending her a few fake ones to try on."

Other sought-after celebrities include:



- Dr. Phil
- Justin Bieber
- Jake Palveka
- Joaquin Phoenix
- Tom Selleck
- Zach Galafanikis
- Brad Pitt

- Chuck Norris

To be fair, not all the confirmed judges sport beards. For instance, Miss Oregon, CC Barber, has neither a beard nor a moustache. Other judges make up for her lack of facial hair, however. The owner of the world’s longest beard, Sirwan Singh, is slated to judge the competition, as are Captain Harry Lewis from the popular TV show *Deadliest Catch* and Burke Kenny, former world champion in the Full Beard Moustache Style category.

Besides the celebrity judge, one additional judge will be awarded an at-large seat on the panel based on an online video submission contest.

Following is an overview and background information for each confirmed judge, as well as event emcee Jack Passion.

	<p>CC Barber: Miss Oregon 2009 CC Barber is a small town girl with big city dreams. She graduated from Scappoose (Oregon) High School as a varsity athlete with an Honors Diploma in 2005. CC Barber is a native Oregonian and a nursing student in her final semester at Samuel Merritt University.</p>
	<p>Captain Harry Lewis: As Captain of the F/V Incentive, Harry “Big Dad” Lewis has become a recognizable figure on the Discovery Channel’s popular show, <i>Deadliest Catch</i>.</p>



Burke Kenny: At the age of 25, Burke Kenny of Olympia, Wash., sports a foot-long full beard with an untrimmed moustache. Former World and current Alaska and New York state champion, Kenny holds a bachelor's degree in music and is bassist of blues/rock band *As The Devil Dances*.



Sirwan Singh: The owner of the world's longest beard according to the Guinness Book of World Records, Sirwan Singh is a resident of Surrey, BC, and considers his beard to be a gift from God.



At-large judge: Rounding out the panel of judges for the National Beard and Moustache Championships will be an at-large berth awarded to the winner of an online video submission contest about why he/she should be selected as a judge for the competition. To submit a video, applicants can find all necessary information at <http://beardteamusa.org/events/want-to-be-a-judge/>.



Jack Passion, contest emcee: Jack Passion is the current world beard champion, having taken first place in the full beard natural category at the World Beard and Moustache Championships both in Brighton, England, in 2007 and in Anchorage, Alaska in 2009. Passion is the author of *The Facial Hair Handbook*, at 25 years of age is younger than many of the beards in his category.

Competition will take place in four categories, with the winner in each category walking away with \$1,000. So that every competitor gets a shot at the prize money, a fifth \$1,000 prize will be awarded to a contestant selected at random. Additionally, a locals' category for Deschutes County residents will be incorporated into the festivities. Official categories include:

- Best Moustache: Beards are allowed in this category, but contestants will be judged on their moustaches only.
- Best partial beard: Goatees, Van Dykes, sideburns, musketeers, etc.
- Best full beard: Styling aids are permitted.
- Freestyle: Anything goes... *Anything*. Be creative.

Online registration and ticket sales can be made at the Beard Team USA web site, www.beardteamusa.org, along with lodging, travel and other details.

@beardstachnats facebook: National Beard and Moustache Championships

About Visit Bend

[Visit Bend](http://www.visitbend.com) is a non-membership, non-profit economic development organization dedicated to promoting tourism on behalf of the City of Bend. For more information or to order a complimentary Official Visitor Guide to Bend, contact Visit Bend at 800-949-6086 or visit www.visitbend.com.

#