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## Search on for “Mustached American of The Year”

*Regular Joe, celebrity, athlete, fireman – field is wide open*

*Winner to be named at ‘Stache Bash 2008 benefit*

**Sept. 3, 2008 (St. Louis)** – The [American Mustache Institute](http://www.AmericanMustacheInstitute.org) (AMI) is looking for the first ever “Robert Goulet Memorial Mustached American of the Year,” recognizing the most impactful Mustached American of the past year. The winner of the award will be announced Oct. 25 at [‘Stache Bash 2008](#), a benefit for [Challenger Baseball](#), a baseball league for the disabled.

“The Goulet award allows us to honor a distinguished Mustached American,” said [Dr. Daniel T. Callahan](#), AMI research director. “The winner must both champion the mustache and stand apart from his or her fellow Americans – a soup straining school teacher; [Jason Giambi](#) of the Yankees for helping popularize the cookie duster in baseball again; a [mustached fireman](#); or, if he were American, Daniel Day Lewis for being the first mustached ‘Best Actor’ winner since Paul Newman in 1986.”

To submit a candidate for “The Goulet” award:

- visit [www.AmericanMustacheInstitute.org](http://www.AmericanMustacheInstitute.org) and click on the entry link.
- Submissions will be accepted until Friday, Oct. 3.
- Beginning Monday, Oct. 6, online voting will open for a group of finalists selected by AMI’s certified mustacheologists.
- Voting will close Friday, Oct. 17.
- The winner will be named at [‘Stache Bash 2008](#) at the Lumiere Casino in St. Louis on Saturday, Oct. 25.

Tickets for ‘Stache Bash 2008, can be purchased at [www.americanmustacheinstitute.org](http://www.americanmustacheinstitute.org). For more information about the “Goulet Award” or ‘Stache Bash, call (877) STACHE-1, watch [this video](#), or e-mail [info@AmericanMustacheInstitute.org](mailto:info@AmericanMustacheInstitute.org).

### **About AMI**

The [American Mustache Institute](http://www.AmericanMustacheInstitute.org), the bravest organization in the history of mankind behind only the U.S. Military and the post-Jim Henson Muppets, is the world’s only facial hair advocacy and research organization, with more than 600 chapters around globally. AMI battles negative stereotypes and discrimination against the “Mustached American” race. Based in St. Louis due to the presence of the world’s largest mustache – the Gateway Arch – the organization is committed to recapturing the mustache’s glory years of the 1970s, when there existed a climate of acceptance, understanding, and flavor saving for Mustached Americans.

### **About Challenger Baseball**

[Challenger Baseball](#) is a baseball league for youngsters and adults with developmental disabilities. The fundamental goal of Challenger Baseball is to give every player the chance to play. To realize that goal, Challenger has two basic rules: every player bats each inning, and every player plays the field. The league does not count strikes, and does not count outs. Every player scores and every player wins. Challenger Baseball participants learn not only the fundamentals of baseball, but also experience teamwork, being cheered on by a crowd, and being encouraged by peers. All players are named all-stars and all receive trophies.

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