

# Burton To Sell Products In Support Of Movember

BURTON

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Burton has announced the creation of a new line of products to coincide with the Prostate Cancer Charity event of Movember, with £1 of every sale going to the charity.

Movember is an annual charity event staged in the month of November designed to change the face of men's health. Males across the UK - MO Bros - are encouraged to grow a moustache during the month to help raise funds and awareness for prostate cancer, starting from a clean shaven state on 1 November.

A Movember site is set up where MO Bros and MO Sistas can pledge their support to the cause, with the option to create moustache growing teams, sponsor MO growers and upload pictures of facial hair growth.

To help raise funds, Burton is releasing an exclusive limited edition [MO Gear men's fashion](#) line that includes humorous retro T-shirts, a flock (Gala Party) shirt and funky underwear. One pound from the sale of each item will be donated to the Prostate Cancer Charities.



As well as the clothing line, Burton will be releasing a MO application for the iPhone which will be available to download for free from the Burton website from the start of Movember.

"Burton is thrilled to be part of Movember in the UK and Ireland. With our network of 412 stores and a big online campaign, we are committed to spreading the word about men's health issues and raising funds for Prostate Cancer Charities. We look forward to a successful and exciting Movember 2009 campaign." Commented Wez Taylor, Burton Brand Director

### **About**

### **Burton**

Burton was originally founded in 1903 under the name The Cross-Tailoring Company. It quickly became popular and expanded into hundreds of outlets and factories across the United Kingdom. Today, it is a staple on most high streets and a popular retailer for men's clothing, including [gifts for men](#), casual clothing and [men's hoodies](#), shirts and [jackets](#).

Customers can also shop online from the Burton.co.uk website which offers free returns in-store or by post and fast delivery to their home. The site features a useful size guide to ensure customers can get the correct fit for all items. They can also sign up for the Burton newsletter, which offers all the latest style updates, exclusive discounts and competitions.

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