



**\*\*For Immediate Release because this news is already a week old\*\***

### **Mustaches for Kids Omaha**

Mustaches for Kids Omaha Announces Over One Billion Dollars Raised for Local Charities

OMAHA, Nebraska, June 3rd, 2023 - The actual 30-day grand total was \$1,110,923, but they rounded it up to the nearest billion in hopes to get their press release into the last edition of The Reader or at least into one of those Auto Trader Magazines you could find in the waiting area of Denny's. They announced the total at their annual Stache Bash last Saturday at the Slowdown, which is a really sick, dope costume party. Bet. [Fire Emoji, Salsa Dancing Girl Emoji, Disco Ball Emoji]. This brings M4K Omaha's total raised to \$6,869,161 (or \$1 billion if you round up to the nearest billion) over its 15-year history.

Each May, M4K Omaha assembles a group of ne'er-do-wells (how often do they do well? Ne'er. They ne'er do well)<sup>1</sup>. These dudes grow nuttin' but a mustache for 30 days and do whatever they can to collect donations for their Charity Partners. Growers who raise at least \$1,000 (or \$1 billion rounded up to the nearest billion) are inducted into the highly "exclusive"<sup>2</sup> Selleck Society.

This year, the funds raised by M4K Omaha's 320 Growers went to support Completely KIDS, while also gifting \$300,000 to its "bonus charities," Angel Guardians, Inc., Down Syndrome Alliance of the Midlands, Gotta Be Me, and MICA House. The evening culminated when the prestigious-ish Sweetest Stache Award was bestowed upon Noe Guardado. "When I heard them say, 'Noe,' I thought, 'no way! Did he just say Noe? There's no way this is happening,'" said Noe<sup>3</sup>.

Omaha Mayor Jean Stothert said, "if these guys spent half as much time fundraising as they do writing fake histories of Auto Trader Magazine, there would be no more juvenile malaria or whatever it is they do."<sup>4</sup>

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<sup>1</sup> Gary Gulman, *On the History of Abbreviating the States*

<sup>2</sup> Pretty much anybody who tries at all.

<sup>3</sup> Pronounced "No-way". Oh wait, we should have told you that before, go read it again, and then come back here.....oh you're back, pretty funny, huh?

<sup>4</sup> "Omaha Mayor Jean Stothert" is what this guy we know calls himself, it's not the actual mayor of Omaha.

### **About Mustaches for Kids Omaha**

Mustaches for Kids Omaha is the local chapter of Mustaches for Kids America, a volunteer-run organization started in Los Angeles in 1999 to do good and have fun by growing Mustaches for children's charities. Founded in 2009, M4K Omaha has partnered with Camp CoHoLo (Children's Cancer Camp of Nebraska), Nebraska Children's Home Society, Children's Respite Care Center, Make-A-Wish Nebraska, HETRA (Heartland Equine Therapeutic Riding Academy), Ted E. Bear Hollow, Youth Emergency Services, Ronald McDonald House, Special Olympics Nebraska, Angels Among Us, the "M4K8," Northstar Foundation, inCOMMON Community Development, Kids Can Community Center, Child Saving Institute, and Completely KIDS. This isn't a joke, we have a website, it cost us \$1 billion (rounded up to the nearest billion). [www.m4komaha.com](http://www.m4komaha.com).

For more information, visit [m4komaha.com](http://m4komaha.com). For interviews, photos, or old Auto Trader Magazines, contact Kris Covi [stache@m4komaha.com](mailto:stache@m4komaha.com) or 402-630-4247.

### **About Completely KIDS**

Completely KIDS over serves 2,000 children ages 4-17 with a depth of critical services after school and all summer long. They partner with Omaha Public Schools, Archdiocese of Omaha Catholic Schools, and several community-based organizations, including homeless shelters to provide a variety of needed programs, including its weekend food program and mental health services. To learn more about Completely KIDS, please visit <https://completelykids.org> or follow Completely KIDS on Facebook, Twitter and Instagram.

### **About Auto Trader Magazine**

First published in 1973 by Stu Arnold, Auto Trader magazine featured pictures of cars for sale in a local market. It grew to be the most powerful, periodical based, car buying-and-selling free pamphlet empire in the world. Stu sold Auto Trader to Cox Enterprises in 1988 for \$1 billion dollars (rounded up to the nearest \$1 billion). It stopped publishing the print editions of Auto Trader in June 2013 because everyone has a phone now and you don't need to look for something to read while sitting at a Denny's by yourself at 3:00 in the morning.

Arnold was a one-time journalist from New York and California who started the Auto Trader magazines in Florida. He eventually owned a Lear jet, a Ferrari, a Lotus and a 103-foot yacht, which he checked just before Hurricane Irma hit Florida. (This is true, seriously, look it up).

Stu, a marketing genius, won the 1986 David P. Gillis Marketer of the Year Award with the unforgettable tagline "Auto Trader? I barely knew her! - Auto Trader Magazine"