

RUFSKIN®

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FOR IMMEDIATE RELEASE:

RUFSKIN Supports The Movember Foundation with Donation from Vintage T-Shirt Sales Proceeds

San Diego, CA, USA – November 2, 2015 – In support of The Movember Foundation, RUFSKIN has launched a vintage logo t-shirt and will be donating a portion of the proceeds from November sales of the shirt to the organization.

The Movember Foundation is a global charity committed to men living happier, healthier, longer lives. Since 2003, millions have joined the men's health movement, raising \$650 million and funding over 1,000 programs focusing on prostate cancer, testicular cancer, poor mental health and physical inactivity.

“As a menswear manufacturer we feel a responsibility to give back to the community.” remarks Douglas Coats, President of RUFSKIN, LLC. “The mission and global reach of the foundation are very much in-line with our company and personal values. We are proud to support and help bring attention to these important men's health issues.”

The t-shirt, called STACHE, will be available exclusively on RUFSKIN.COM starting this week. The vintage logo, “Gas, Grass or Stache” was designed in-house and is a parody of a classic trucker slogan from the 60's and 70's.

ABOUT: Established in 2002, RUFSKIN is a men's fashion label that designs and manufactures apparel and accessories in San Diego California for worldwide distribution. The lines include denim, sportswear, swim, underwear and accessories.

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