



Original Joe's
#JOESMOS

State & Main
#STATESTACHE

Elephant & Castle
#CASTLESTACHE

THANK YOU FOR A MOST MEMORABLE MOVEMBER

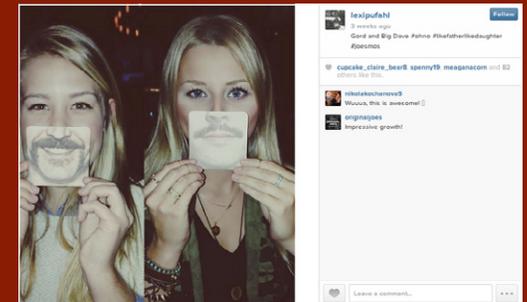
Well friends, Movember 2013 officially wrapped up, meaning it's likely there are a few more clean upper lips walking our streets today.

Throughout November, men (dubbed "Mo-Bros") everywhere united and grew moustaches as part of the Movember campaign to raise funds and awareness for men's health.

FranWorks was eager to support the Movember cause, so we challenged our staff and guests alike at all three of our restaurant and bar brands (Original Joe's, State & Main, and Elephant & Castle) to help us raise funds and awareness.

Through a **social media photo contest**, we provided guests with a variety of custom coasters bearing real life moustaches, prompting guests to upload creative pictures using the moustache coaster. Hashtags were created for participants to use with their best 'moustache coaster' pictures on Twitter and Instagram. Guests submitted their photos using one of the hashtags and were eligible to win one of three grand prize trips for two anywhere the winner would like to go – up to a \$2,500 value.

EXAMPLE SUBMISSIONS:



50¢

from every \$4
Burt Reynolds shot
made with

SAILOR JERRY®

went to support

NOVEMBER
GOOOOO
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We received an outstanding response to the contest, with 1,044 Original Joe's submissions, 449 from State & Main and 521 from Elephant & Castle. Our total reach with the photo submissions was more than 501,000!

We also teamed up with Sailor Jerry Spiced Rum to raise funds for this hairy cause through the sale of 1 oz Burt Reynolds shots - 1/2oz Sailor Jerry spiced rum and 1/2oz Butter Ripple Schnapps. For the entire month of November, all locations sold the feature shot for \$4, and 50 cents from all shot sales went to the Movember Foundation. Through this promotion, we raised \$10,000.

We also challenged our staff to create teams, and in the spirit of a friendly competition, we committed to matching the funds raised from the top fundraiser. This resulted in another \$3,000 towards the campaign.

We'd like to thank our wonderful staff and guests who jumped at the chance to be a part of this cause and refrained from shaving their faces for the month of November (or generously donated).

Thank you to all our Mo Bros and Mo Sistas who participated with furry pride, helped start conversations, and raised awareness – until next year!

EXAMPLE SUBMISSIONS:

