

## **FOR IMMEDIATE RELEASE**

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# **BEARDOS & WHISKERINAS INVADE KEY WEST'S WILLIE'S CHICKEN SHACK FOR THIRD FANTASY FEST BEARD CONTEST.**

Registration is now open for the October 23rd, 2023 third annual official Fantasy Fest beard and mustache contest: Phlocking Parrot Edition presented by mustacheparlor.com at Willie's Chicken Shack Key West.

**KEY WEST, FLORIDA September 19, 2023:** All genders are welcome to compete in the third annual official Fantasy Fest event; Beard & Mustache III: Phlocking ParrotHead Edition in tribute to Jimmy Buffett's 70's mustache. Funds from entry fees will be donated to Nicky's Celebration Inc., a local non profit that assists Key West families with aid during pediatric cancer treatments. Registration is \$5.00 for the online and in-person versions of the contest. To enter the contest competitors must register at MustacheParlor.com. The in-person contests will be held Monday October 23, 2023 at Willie's Chicken Shack Key West at 221 Duval Street, Key West, FL 33040. Online competitors must send a photo to [beardchampionship@gmail.com](mailto:beardchampionship@gmail.com) before 7:00pm eastern standard time on October 23, 2023.

"The spirit of Buffett's philosophy of partying with purpose will be celebrated." said Captain Ron Wolek, the Hollywood makeup artist and body painter who has organized the past three official Fantasy Fest beard contests. "We are thrilled to be involved" says Jamie Sorbelli, founder and president of Nicky's Celebration and Nicky's Mom. "This charity was created after losing our 10 year old son, Nicky, to pediatric cancer in 2016. We fundraise to donate to local families who received the same devastating news my family did. So far we've donated over \$40,000." Tiki Man Radio personality Gary Ek who won the prize for Fantasy Beard at the 2022 contest was the first to register. "There is a saying coined in Key West," Mr. Ek said live on the Tiki Man Radio Key West Show Sunday September 17, "if you spend more time caring for your beard than your liver; then you are on the right island." "What could possibly go wrong at Willie's Chicken Shack?" said Captain Ron Wolek the contest organizer, "like including more interactive online competitions. The contest is to inspire all genders to embrace something that men only could do; wear hair on their face, and grow an event where all genders can enter for fun and creatively." Parrot heads worldwide can join the club by growing pencil thin mustaches and entering online at mustacheparlor.com at a discount for \$5. Entry fees increase to \$20 at the door the day of the event.

Fantasy Beards are creative fake beards made up of anything you can imagine and worn on the face. Competitors are being encouraged to go crazy. Whiskerina category is open to all genders who compete with faux beard wigs glued to their face. Natural real full beard and mustache competitors will be judged in a separate facial hair competition that will adhere to NACBMA rules and regulations and sanctioned by Wolek's Famous Beard Championship. Parrotheads will be encouraged to grow a pencil thin mustache and enter online.

On Monday October 23rd registration will open at 12:00pm for full beard and mustache categories and close at 6:00pm. Fantasy Beards, Whiskerinas, and Beard Decorating registration opens at 5:00pm. A live stage show will begin at 6:00pm, followed by an awards ceremony on stage at 7:00pm, and Willie's Chicken Shack Key West will be hosting a victory celebration after until 11:00pm. Online contest winners will be announced October 30th, 2023 during the Key West Show on Tikiman Radio, hosted by Reverend Gweko, "The Soundman from Hell". Tiki Man radio streams live on <http://www.tikimanradio.com> at the Tiki Man Radio App.

The grand prize is a cruise for two on the Fury. Competitors can also win free body paint, beard products, cigars, and gifts from Willie's Chicken Shack Key West, William Ross Cigars, Capt Ron Wolek Hollywood Body Paint, Doctor Good Beard, and MustacheParlor.com will be providing prizes and trophies. Anyone interested in sponsoring the contest can apply at <https://www.mustacheparlor.com/keywest>

Members of the press are welcome to attend and can submit a request for a press pass at <https://www.mustacheparlor.com/keywest>

Follow the competition on instagram at @beardchampionship

Nicky's Celebration, Inc is a registered Public Non-Profit Charity #352630293.

Capt Ron Wolek is an award winning body painter and Hollywood makeup artist who specializes in beards. MustacheParlor.com is the world's largest supplier of faux beards.

Willie's Chicken Shack opened the new Key West restaurant on 221 Duval Street in Key West in the center of the Fantasy Zone during Fantasy Fest 2023. Willie's is open late, even after the clubs close. The chicken shack New Orleans style chicken is "slap your mamma good" and Willie's always got the party going on, so bring your friends and get your groove on with a signature daiquiri

Fantasy Fest Fantasy Fest is an annual 10-day party in paradise for grown-ups. Started in 1979 by a small group of Key West locals, the party was created to bring visitors to the island in what was a typically quiet, but beautiful season. It worked. Fantasy Fest has grown every year since its inception and is now the wildest extravaganza around! Fun-loving revelers from around the globe bring their creativity and imaginations as they descend upon Key West each year in October for 10 days filled with costuming, parades, libations, and excitement!

1. 2023 Fantasy Fest Beard Contest Poster Art by Ron Wolek.
2. 2022 Fantasy Fest Beard Contest images by FantasyFest.com and Photographer Nick Doll.
3. 2022 Fantasy Beard Winner and prize, "Soundman From Hell" Tiki Man Radio personality Reverend Gwek W. Phlocker by Gary Ek





WINNER CHAMPION  
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# Capt Ron Wolek

HOLLYWOOD BODY ART



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