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CALENDARS HAVE COMMON DENOMINATOR

So where do 24 guys get the flash of inspiration to get undressed, bare all for the world to see and fundraise for a worthy cause? It will probably come as no surprise — it was a group of naked women who fired the imaginations of 'The Men of Muskoka.'

The beginnings of this men's calendar can be explained by using a variation on an old adage — "Behind every great man, there is a greater woman." In the case of the 'Men of Muskoka,' multiply that one great woman by 12. It was about two years ago that a dozen high-spirited, successful and independent women from Muskoka's most northern community of Huntsville decided to cast inhibition to the wind and pose for a fundraising calendar of their own.

Inspired by the British movie 'Calendar Girls,' the tastefully done 'Women of Huntsville' project was a runaway success. The calendar raised more than \$30,000 for the mammography unit at the local hospital. The women were praised for putting everything on the line to raise funds for a cause so near to the heart of their community. When the local newspaper ran an editorial which lauded the women's calendar and issued a challenge to men in the community to do the same, the gauntlet had been dropped.

Not long after, that challenge was addressed. Under a veil of secrecy in the summer of 2004, planning began on a men's calendar which would also benefit the local hospital. But this would not be a battle of the guys' calendar versus the girls'. In fact, quite the opposite holds true.

Look closely. This 'Men of Muskoka' calendar has a distinctive women's touch. Several of the models and other women involved in the first calendar's production have stepped forward again to help with the planning, design and photography of 'The Men of Muskoka.' This guy's calendar also follows the successful formula of the women's edition by using the natural beauty of Muskoka as its backdrop and featuring models whose ages span several decades.

Like the trail-blazing women's calendar, 'The Men of Muskoka' showcases community-minded models who have stepped up to the plate and hit a homerun for charity. And in the end, when the naked truth has been revealed, that's the common denominator between the women's and men's calendars — doing something out of the ordinary for the betterment of the place you call home. They say that charity begins at home, and for the Men and Women of Muskoka — that just comes naturally.

