

MADE IN MOVEMBER

MOVEMBER ANNOUNCES 2014 CORPORATE PARTNERS JOINING THE MOUSTACHE MOVEMENT

Barbasol, Discovery, Harry's, and others join Movember to generate funds for prostate cancer, testicular cancer and mental health

LOS ANGELES, CALIFORNIA – (October 1, 2014) – Everyone knows the moustache is Made in Movember. [The Movember Foundation](#), the leading global organization committed to changing the face of men's health, is joining forces with key business partners for the 2014 moustache-growing campaign. Throughout the month formerly known as November, Movember's corporate partners will be raising funds and generating awareness for critical men's health causes to a wider audience and creating remarkable experiences for the Movember community.

To date, the Movember Foundation has raised more than \$550 million to date and funded over 800 world-class programs in 21 countries, for the purpose of saving and improving the lives of men affected by prostate cancer, testicular cancer and mental health problems. Movember challenges men to start clean-shaven on Movember 1st and grow just a moustache for 30 days, getting friends, family and colleagues to donate to their growing efforts.

"Movember partners with select organizations that are truly committed to changing the face of men's health," said Mark Hedstrom, Country Director at Movember US. "Their passion and dedication to the Movember community is extraordinary – the 2014 campaign will be one to remember."

In the US, Movember's major partners are Barbasol, Discovery, and Harry's. 2014 supporting partners are Adidas, Amazon Student, CollegeHumor, Jameson Black Barrel, and TOMS, and promotional partners include 7 For All Mankind, Maurice Lacroix, Mr. Moustache, The Giving Keys, Uppercut, and Wheaties.

Links to Movember's partners can be found online at their [Friends of Movember](#) page and collaborative merchandise can be found at [Movember's online store](#).

MAJOR PARTNERS

Barbasol

This year, Barbasol® is proud to be an official partner of the Movember Foundation, encouraging men to grow their moustache during the month of November. As part of their alignment with this important cause, Barbasol will be inspiring participation by promoting the cause in their advertising campaign and giving away three once in a lifetime "Mo-ments". These "Mo-ments" include a [Robert Trent Jones Golf Trail Getaway](#), a [Westwood One Pro Football VIP Getaway](#) and a [DIG Studios](#) handcrafted Movember/Barbasol guitar that will be autographed by big name artists. To win one of these great prizes just sign up: <http://moteam.co/Barbasol>! Remember to have a great moustache you need a can of Barbasol Shaving Cream to keep that clean jawline. Help make Movember successful and join team Barbasol <http://moteam.co/Barbasol>.

Discovery

[Discovery](#) is excited to continue its ongoing partnership with Movember and will up the ante this year by becoming a Movember Major Partner. Discovery will add even more Mo Bros and Mo Sistas to the mix as it has in previous years with various on-air talent participating and growing their moustaches in support of the Movember movement. Discovery will create three Movember PSAs to reach millions of Discovery viewers and fans across numerous platforms, including on-air, social media and online at [Discovery.com](#), with key information about health issues affecting men. Internally, Discovery will hold Movember health summits in Discovery offices around the globe to further engage Discovery employees in the Movember movement. Discovery will also throw a Movember contest and send one lucky winner and a guest on an all-expense paid cruise to Alaska to explore the last frontier; visit [Discovery.com](#) for more details.

Harry's

This fall, [Harry's](#) will be the official razor partner for the Movember campaign in the US and Canada. Together, we created a limited edition razor to celebrate the commitment that guys make to grow their Movember moustaches and change the face of men's health. Harry's and Movember will reward participants who have signed up on [Movember.com](#) and have raised \$25 in donations by October 25th, 2014 – while supplies last. The [custom razor](#), packaged in a starter shave set, will also be available on [Harrys.com](#) for \$20 with the proceeds donated back to the Movember Foundation. Harry's and Movember will help guys kick off the month by activating barbershops across the US and Canada on Shave the Date: Movember 1st with complimentary shaves and razors. Throughout the month we'll provide tips on how to maintain the moustache and offer encouragement to growers and supporters through social media. We will also engage our college demographic through H'university, an online program where students learn real world skills from inspiring entrepreneurs, and apply their learnings to offline challenges – Movember CEO and co-founder, Adam Garone, will kick off the program, inspiring students to take an idea and create a movement that has impact.

SUPPORTING PARTNERS

Adidas

Adidas, the global designer and developer of athletic and lifestyle footwear, apparel and accessories, is a longtime supporter and first-time official partner of Movember. This year Adidas has designed a line of Movember graphic tees for any Movember teams across the country looking for additional ways to support the cause. A portion of the proceeds generated from these tees will go back to Movember in an effort to continue to change the face of men's health. The Movember collection will be available this month at [www.adidas.com/us/movember](#) for \$25 and includes two Movember Athletics tees, as well as localized editions for NYC, LA, Chicago, D.C., and Portland. [Adidas](#) athletes and fans will also be able to help raise awareness and funds across social networks through the month of November.

Amazon Student

Amazon employees' long-time participation in the Movember movement, including \$125,000 raised in 2013, turned into an official partnership last year with Amazon Student which will be repeated this year. Amazon Student is providing a campus-ready prize pack for the college student Mo Bro or Mo Sista who wins Big Mo on Campus (BMOC). The prizes include \$5,000 in Amazon.com gift cards, Kindle Paperwhite, Roku Media Player, Samsung Digital Camera, and much more. Amazon Student also gives all college students free, two-day shipping for six months when they sign up at [amazon.com/joinstudent](#).

CollegeHumor

Leading entertainment brand [CollegeHumor](#) is excited to join the Movember movement for the first time. As Movember's exclusive digital content partner, CollegeHumor has created three new original comedy videos inspired by the campaign. Featuring surprise celebrity guests, the videos will be released throughout the month of October on [CollegeHumor.com](#) and [CollegeHumor's YouTube Channel](#)—the most-viewed comedy channel on YouTube—in order to raise awareness of the cause and drive registration for the initiative. In addition to video content, CollegeHumor will support Movember through a series of original editorial and social media posts that will engage visitors and inspire participation in the fundraising effort. All related content will live on a dedicated Movember hub on CollegeHumor.com, and the brand will leverage its network of websites, YouTube channels and social media platforms throughout the campaign to spread the Movember message and drive activations around the men's health organization.

Jameson Black Barrel

Jameson Black Barrel Irish Whiskey knows that sharing information is always going to be easier among friends. As the preeminent Whiskey of every dive bar, neighborhood pub or upscale eatery, this smooth Irish gem knows a thing or two about how sharing a drink can open lines of communication. So with that spirit, we happily join the Movember cause – because getting guys to talk about anything (...especially men's health) is going to be much easier in an environment where they can let their guard down and just have a chat. In our inaugural year, we look forward to welcoming in a new community of Mo Bros and Sistas – from bartenders who can mix a mean Old Fashioned with Jameson Black Barrel to our consumers in the local dive bars, pubs and eateries across the country. And to make sure that we provide the right environment to talk about all things Mo, Jameson Black Barrel is donating \$25,000 to Movember to kick the season off right, and will match up to \$25,000 more for the first \$25,000 donated through the Jameson Black Barrel Network at monetwork.co/BlackBarrel through the month of Movember.

TOMS

Returning to support for their 5th year, TOMS is more excited than ever to partner with Movember. This year, a full collection of limited edition footwear styles will be available for Mo Bros and Mo Sistas at TOMS.com and at select retailers across the globe. [TOMS](#) continues to have strong internal participation and will be hosting an array of retail events to highlight the partnership.

PROMOTIONAL PARTNERS

7 For All Mankind

[7 For All Mankind](#) is excited to once again partner with the Movember charity. This year, in order to further support its efforts, the denim brand will introduce not just one, but two special limited edition jeans. Now, both men and women can purchase the jeans, make a donation, promote a great cause and (of course) look good while doing so. This year's new Mo Jo jean will be in the brand's #1 selling Josefina skinny boyfriend fit, while the Mo Bro jean will be offered in a variety of fits. Both will be available for sale in 7 For All Mankind full-price retail stores and select specialty stores in the US & select stores in Asia and Australia, as well on 7forallmankind.com beginning late September. The denim brand will donate \$20 for every pair of jeans purchased to help Movember change the face of men's health.

Maurice Lacroix

Maurice Lacroix is excited to support Movember for the 2nd year, as 2014 is Maurice Lacroix's 'now' time to create teams across the globe with one objective - to raise as much money and awareness possible for the Movember cause. The Swiss watchmaking brand has introduced 14 special, limited edition Pontos S Diver watches that has the Movember moustache printed on the dial, available exclusively at www.mauricelacroix.com. Maurice Lacroix will donate all benefits of each Movember model purchased to

help change the face of men's health. In addition, Mo Bros can enter to win watches by joining the [MO'rice Lacroix Movember team](#) in their country and raising funds. Together we can change the face of men's health - the time is now.

Mr. Men Little Miss

In partnership with [Penguin Young Readers](#) and [Junk Food](#), Sanrio's Mr. Men and Little Miss will introduce a new Mo Bro, [Mr. Moustache!](#) Penguin Young Readers will release an illustrated paperback, to tell the story of how one gentleman loses his moustache. Could losing his moustache have made Mr. Moustache less of a gentleman? Good thing they grow back in Movember! The paperback will be available at booksellers nationwide. Mr. Moustache will be supported by his fellow Mr. Men characters, Mr. Happy and Mr. Grumpy who will be seen with their own moustaches on tees by Junk Food available at Bloomingdales stores.

The Giving Keys

In its first year as a Movember partner, The Giving Keys are proud and excited to introduce a limited edition key chain and classic pendant, both engraved with the word CHANGE. Designed to inspire and help change the face of men's health, Mo Bro's and Mo Sista's are asked to show their support by using and embracing the key and it's message until they meet someone who needs the message more than they do. As is The Giving Keys way, once the key (or chain!) has been paid forward, share the story with us online and do that little bit extra to raise awareness by spreading the Movember message around the world. The Giving Keys employs those transitioning out of homelessness to make jewelry out of repurposed keys and these keys of CHANGE are available from www.thegivingkeys.com and Movember.com.

Uppercut Deluxe

[Uppercut Deluxe](#) is proud to once again support Movember in 2014. Working tirelessly to have an everlasting impact on the face of men's health, Movember is a charity close to the heart of Uppercut Deluxe. As an Official Partner, Uppercut Deluxe will be donating 10% of the final sale price of all Mo Wax sold during the months of October and November. Proceeds go directly to this worthy cause to help support the work already being carried out by the Movember team. Many Mo's of thanks!

Wheaties

Back for a second year as a Movember partner, Wheaties™ is excited to team up with gold medal winner and Team Wheaties athlete Sage Kotsenburg to bring to life the inspiring stories of Movember participants. Sage, through Wheaties, will host a network in which people can post their personal stories relating to men's health. As a thank you to those who share their stories, Sage and Wheaties will make several donations to personal fundraising campaigns throughout the month. Additionally, [Wheaties](#) will once again engage employees at General Mills world headquarters with on-site events and incentives for employees to grow their mo.

For more information, please visit www.movember.com. Connect with Movember on [Facebook](#), [Twitter](#), [YouTube](#), [flickr](#), and [Pinterest](#).

About Movember

The Movember Foundation's vision is to have an everlasting impact on the face of men's health. We do this by getting men to grow moustaches during Movember (the month formerly known as November) to spark conversation and raise funds for prostate cancer, testicular cancer and mental health. Together with the Movember community we have raised over \$550 million, and have funded over 800 world-class programs

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in 21 countries. We're committed to changing the face of men's health and won't stop growing as long as serious men's health issues remain.

Movember is fully accredited by the Better Business Bureau, and for the past two years, has been named a Top 100 best NGO by The Global Journal. For more information please visit Movember.com. Movember is a registered 501(c)(3) charity.

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