

**IRELAND**  
**CAMPAIGN**  
**REPORT**  
**2009**





This Campaign Report has been designed to sit alongside and compliment the Global Financial Annual Report. Together, they provide a full overview of all elements of the campaign. Additional Campaign Reports for other countries and the Global Financial report can be downloaded at [www.movember.com](http://www.movember.com)





**Dear Friends of Movember—**

In 2003 we ran our first Movember campaign with just 30 of us in Melbourne, Australia. The plan was simple – to bring the moustache back as a bit of a joke and do something for men’s health. We didn’t raise any money that year but we had a lot of fun and we realized the potential a moustache had in generating conversations about men’s health. Excited by our first Movember campaign and inspired by the women around us and all they had done for breast cancer we set ourselves on a course to create a men’s health movement.

In 2004 we evolved the campaign and focused on raising awareness and funds for the number one cancer affecting men – prostate cancer. 432 Mo Bros joined us that year and we raised \$55,000 for the Prostate Cancer Foundation of Australia.

Since then we have grown year on year and expanded to Ireland, Canada, the US, UK, New Zealand, The Czech Republic, South Africa, Spain, The Netherlands and Finland.

In 2009 we saw global participation of Mo Bros and Mo Sistas climb to 255,755, with 999,646 individuals making donations combined to raise €31 million for our beneficiary partners. I’m proud to announce that the Irelands campaign was again outstanding with 6,638 Mo Bros and Mo Sistas who raised just over €1,000,000.00 for The Irish Cancer Society’s Action Prostate Cancer. These are incredible figures of which we are all very proud and also extremely grateful.

The funds we are raising for The Irish Cancer Society’s Action Prostate Cancer are enabling them to fund vital research that will led to better screening tests and treatment options and to run support services for men diagnosed with prostate cancer.

The other significant outcome of the Movember campaign is the awareness of prostate cancer and our men’s health messages we are collectively generating. Men of all ages are not only listening, they are acting on this messaging and taking positive action with their own health, diet, exercise and lifestyle. We recently surveyed the Movember community and found that because of their involvement in Movember, 35% of the Mo Bros sought medical advice, whilst a further 38% encouraged someone else to seek medical advice.

Movember would not be what it is without the love and support of our Mo Sistas. We need wives, girlfriends, daughters and female friends to keep supporting the men in their lives by encouraging them to grow a moustache and giving them a wink of appreciation no matter how good or bad their Mo is.

It goes without saying that nothing we’ve achieved would have been possible without the united efforts of the Movember community and I would like to offer my sincere thanks for their continued support.

I will conclude with a thank you to the Movember team, the Movember Board and The Irish Cancer Society who all work tirelessly throughout the year. They epitomize Margaret Mead’s quote: “Never doubt that a small group of thoughtful, committed people can change the world; indeed, it’s the only thing that ever has.” I am incredibly proud of what such a small team is managing to achieve; it is testament to their hard work, dedication and loyalty.

I am very optimistic about the future and fulfilling our vision of having an everlasting impact on men’s health.

Should you have any questions about this report please e-mail me at [adam@movember.com](mailto:adam@movember.com)

Thank you and see you in Movember 2010.

Adam Garone  
CEO

THE GROWTH  
OF MOVEMBER’S  
GLOBAL MOVEMENT  
AND THE SPIRIT  
OF THE MOVEMBER  
COMMUNITY  
CONTINUE TO AMAZE  
ME EACH YEAR.

**A WORD  
FROM  
JOHN  
MCCORMACK**

**CEO  
IRISH  
CANCER  
SOCIETY**



# EACH OF OUR PARTNERS AROUND THE WORLD IS A PARTNER IN THE TRUE SENSE OF THE WORD

[John McCormack](#)  
[CEO](#)  
[Irish Cancer Society](#)  
[Email](#)  
[jmccormack@irishcancer.ie](mailto:jmccormack@irishcancer.ie)

The Irish Cancer Society is proud to partner with the Movember Foundation in Ireland and is the grateful recipient of funds raised through that partnership. Since our first Movember campaign in November 2008, we have witnessed a large, enthusiastic and ever increasing following for this novel campaign.

Prostate cancer is the most common cancer affecting men in Ireland. One in nine men will be affected by prostate cancer during their lifetime. With this in mind, we have prioritised prostate cancer. Our goals in this area centre around increasing awareness of the risk of prostate cancer especially as men age, increasing awareness of the signs and symptoms of prostate cancer and the need for early detection, supporting men affected by the disease and funding progressive research.

Movember is our number one fundraiser in the area of men's health and men's cancer and it has without doubt done so much to increase awareness of this common cancer and to get men thinking about their risk and taking positive action.

However Movember is so much more than an awareness and fundraising campaign. I believe it is truly unique in that it reaches out to younger men and gets them thinking about how they can support their older fathers, uncles, friends in facing the reality of this disease, in a very innovative and fun way. No other campaign creates this bond and for that we are truly thankful to the Movember Foundation for coming to Ireland and giving us this gift.

Monies raised through the Movember campaign in Ireland are used to fund prostate cancer awareness raising programmes, to provide a National Cancer Helpline (Freefone 1800 200 700) where anyone concerned about or affected by prostate cancer can talk to a specialist prostate cancer nurse for information, advice and support. Monies raised are also used to fund locally relevant prostate cancer research to ultimately improve prostate cancer diagnosis and treatment.

If you would like to discuss the work of the Irish Cancer Society in the area of men's cancer, please do email me at [jmccormack@irishcancer.ie](mailto:jmccormack@irishcancer.ie)

[John McCormack](#)  
[CEO](#)  
[Irish Cancer Society](#)



# MEN'S HEALTH AND PROSTATE CANCER

## Men's health Article by the Irish Cancer Society

Irish Cancer Society research has shown that men do not engage on issues relating to their health as much as women do. Women are seen to address their health much more proactively and publicly in a way not traditionally seen with men. So in essence the level of awareness, understanding and funding that support male health issues lag significantly behind causes such as breast and cervical cancer.

For example our research has shown that that only 20% of men know that they have a 1 in 3 chance of developing cancer during their lifetime and only 26% of men go to their GP for regular check-ups. It has also shown that the majority of men do not know what the most common male cancers are and furthermore nearly 70% of them ignore the warning signs if they think they might have cancer. But up to 97% of men know that it is important they should take charge and be responsible for their own health and to recognise early warning signs. Therefore while most men understand the importance of early detection of cancer, their behaviour is not consistent with this knowledge.

In order to address these challenges and gaps in knowledge, the Irish Cancer Society ran a Men's Health Week in June 2010 to mark International Men's Health Week. The key objective of this week was raise awareness of the incidence of the common cancers amongst men, encourage men in all age groups to attend their GP for regular check-ups, make information available to men in an accessible and acceptable way, and to ask men to invest in their health in the long term for the prevention of cancer and other illnesses.

These messages were communicated through a variety of channels including PR, advertising and support materials and during the week our National Cancer Helpline staff responded to approximately 300 calls from men seeking information on how to prevent cancer, seeking information on the signs and symptoms of the early detection of cancer and from men diagnosed with a common cancer.

Funds raised from our annual Movember campaign will help us grow this kind of activity and reach out to even more men and engage with them on their risk of cancer, how to lower that risk and understand the importance of early detection.

The reasons for the poor state of men's health in Ireland and around the world are numerous and complex but what is known, is that it is mainly due to a lack of awareness of the health issues men face. This can largely be attributed to the reluctance of men to openly discuss the subject due to longstanding traditions, coupled with an 'it'll be alright' attitude.

## Movember's awareness campaign

Movember aims to change the face of men's health and alter this way of thinking by putting a fun twist on this serious issue. Using the moustache as a catalyst, we want to bring about change and give men the opportunity and confidence to talk about their health more openly.

Movember's first campaign objective is to raise awareness of men's health issues, specifically prostate cancer. We want everyone to know that men over the age of 50, and those over 40 with a family history, are at risk of prostate cancer and encourage them to be tested annually because it is highly curable if detected and treated early.

Movember's aim is to increase early detection, diagnosis and effective treatment, as this will ultimately reduce the number of deaths from prostate cancer.

## Common cancers in men – the facts

The latest data from the National Cancer Registry of Ireland (NCRI) shows that 13,022 males were diagnosed with cancer in Ireland in 2008 (in comparison to 11,836 females).

The most common cancers occurring in men are as follows; prostate, bowel, lung, skin (including melanoma and non-melanoma skin cancer) and testicular cancer.

The 2008 incidence figures are as follows:

Prostate cancer – 2579 new cases

Bowel cancer – 1286 new cases

Lung cancer – 1138 new cases

Melanoma skin cancer – 338 new cases

Non melanoma skin cancer – 3987 new cases

Testicular cancer – 158 new cases

## Prostate cancer – the stats

Prostate cancer is the most common cancer in men.

Prostate cancer represents 21% of all cancer diagnosed in males .

1 in 9 men living in Ireland will be diagnosed with prostate cancer during their lifetime.

It is estimated that up to 3,700 new cases of prostate cancer will be diagnosed by 2020.

The majority of men diagnosed with prostate cancer are aged over 50 years.

Latest data shows that 509 men died from prostate cancer in 2008.



# VISION TO HAVE AN EVER LASTING IMPACT ON THE FACE OF MEN'S HEALTH

## Mission

Through the power of Movember, we will:

- 01** Get men to grow moustaches.
- 02** Encourage men to proactively manage their health.
- 03** Remove the stigmas associated with men's health issues.
- 04** Achieve breakthroughs that will move the global research community closer to finding better outcomes for men's health.

## We will achieve this by:

- 01** Creating an innovative, fun and engaging annual campaign that 'cuts through', raising funds and awareness.
- 02** Operating a best practice charity through the smart use of technology, innovative marketing and low cost to fundraising ratios.
- 03** Working with our beneficiary partners to deliver the best possible outcomes.

## Values

### **Fun**

We will work to make every part of the campaign fun and simple.

### **Humble**

We have a humble attitude and approach to everything we do.

### **Personal**

We will treat every Mo Bro and Sista personally and with the ultimate respect.

### **Accountable**

We are accountable and transparent. We will strive to exceed best practice cost to fundraising ratios.

### **Outcomes oriented**

We will work with our beneficiary partners to deliver the best possible outcomes from the funds we raise.

### **Innovative**

A new idea. We create new ways to do things that are useful for those around us. We are born from a revolutionary change in thinking, product, process and organization.

### **Caring**

We consciously always endeavor to understand the people and issues that surround us.

# ABOUT MOVEMBER

The Movember Foundation was co founded by Luke Slattery, Travis Garone, Adam Garone and Justin Coghlan in 2004. The Foundation is a not for profit organisation dedicated to having an everlasting impact on the face of men's health. Movember started in Australia and has since grown to a global movement, running official campaigns in Canada, the United Kingdom, Ireland, United States of America, New Zealand, Spain, the Netherlands, South Africa and Finland.

The idea of Movember came from a conversation between Luke Slattery and Travis Garone the year before the Foundation was established. Luke and Travis were watching the world go by and critiquing the comeback of fashion trends from the past when the question was raised, why no return of the moustache?

Both felt that the Mo could do with a revival. So, with the seed of an idea, Luke and Travis talked a couple of mates into growing a moustache for one month and with that, Movember was born. In 2003, just 30 Mo Bros took part. The rules were simple; start on Movember 1st clean shaven and spend the remainder of the month growing a Mo. No money was raised; the idea was simply to see who could grow the better moustache.

It wasn't until 2004, having been overwhelmed by the conversations prompted by the previous year's growth, that the founders decided to develop the idea into a cause that gave birth to the Movember Foundation. Having recognised that men, unlike women, were lacking a way to engage in their own health issues, they saw an opportunity to attach a purpose to growing a Mo, and began to look for a cause for which they could raise a bit of money and awareness in 2004. Together, they came across the Prostate Cancer Foundation of Australia (PCFA) representing a health issue about which very little was known at the time.

In 2004, 450 Mo Bros took part and got their mates, friends and families to sponsor the growth of their Mo's and, to everyone's surprise, they raised \$55,000. It was the largest single donation the PCFA had ever received. It was at this point that the original Mo Bros realised that the moustache could be Movember's badge, our catalyst for conversation and one which would effectively turn each Mo Bro into a walking billboard for men's health, whilst allowing them to have a laugh with their mates.

The Movember campaign continued to grow and in 2006, the Foundation was in a position to take on a second men's health partner in Australia, *beyondblue - the national depression initiative*. It was clear that depression was another silent illness affecting many men in Australia and it was a cause battling to receive sufficient levels of awareness, understanding and funds.

Today, Movember takes place around the world. Motivated and inspired by what was happening in Australia, a further nine countries now embrace the Mo in an official capacity each November.

In addition, Movember is aware of Mo Bros & Sistas supporting the cause right across the globe, from Russia to Dubai, Hong Kong to Denmark and everywhere in between.

Movember will continue to work to change established habits and attitudes and make men aware of the health risks they face, thereby increasing early detection, diagnosis and effective treatment. More importantly however, Movember's success will remain with its ability to stay true to its origins, mates and moustaches, which is how it all began.

## **Timeline**

### **2003**

The Movember idea was born.  
Australia  
30 participants  
No money raised

### **2004**

The Movember Foundation was created  
Australia  
450 participants  
\$55,000 raised

### **2005**

Australia  
9,315 participants  
\$1.2m raised

### **2006**

Australia, New Zealand  
55,511 participants  
\$9.3m raised

### **2007**

Australia, New Zealand,  
Spain, UK, Canada  
and US  
134,131 participants  
\$21.5m raised

### **2008**

Australia, New Zealand,  
Spain, Canada, US, UK  
and Ireland  
173,435 participants  
\$29.7 million raised

### **2009**

Australia, New Zealand,  
Canada, US, UK,  
Ireland, Spain, South  
Africa, Finland,  
Netherlands, Czech  
Republic  
255,722 participants  
\$42,757,053 raised

# THE 2009 IRELAND CAMPAIGN



## IRELAND CAMPAIGN OVERVIEW

### Ireland campaigns

	2009	2008
Total Registrants	6,568	1,705
Total Funds Raised	€1,015,533	€364,436
Individual Donations	30,876	7,361

## THE GLOBAL CAMPAIGN

### Global campaigns

Country	Total registrants	Total funds raised	Number of campaigns (years running)
Australia	127,893	\$21,018,129 (AUD)	7
New Zealand	11,587	\$1,001,298 (NZD)	4
United States	28,223	\$3,208,672 (USD)	3
Canada	35,035	\$7,847,725 (CAD)	3
United Kingdom	44,520	£4,963,288	3
Ireland	6,568	€1,015,553	3





# HOW MOVEMBER IS MAKING A DIFFERENCE

## FUNDED PROJECTS

All the funds raised in Ireland go directly to The Irish Cancer Society (ICS) for their initiative Action Prostate Cancer (APC). ICS uses funds raised by Movember for the development of programs related to awareness, public education, advocacy, support of those affected, and research into the prevention, detection, treatment and cure of prostate cancer.

Movember funds have allowed Action Prostate Cancer to invest in programs that were once unachievable due to lack of funding and resources. Over the past two years Movember has been a key funder for some very exciting and innovative programs that could change the future of prostate cancer, and men's health, as we know it.

Please read below the list of programs Movember is currently funding:

### **Increasing awareness of the signs and symptoms of prostate and men's cancers**

Prostate cancer is the most common cancer affecting men and it is a cancer with a high mortality rate. The Irish Cancer Society has prioritised prostate cancer. One of our key goals is to increase awareness of the signs and symptoms of prostate cancer and the need for early detection.

In 2008, we initiated the first Irish Prostate Cancer Awareness Week (PCAW). We commissioned research to learn more about men's awareness and understanding of prostate cancer related issues. This research informed a full media campaign, which involved advertising and PR, including a photocall with popular Irish celebrities, Christy Moore, Charlie Bird and George Hook to promote PCAW.

Thanks to this campaign, newspapers carried articles about prostate cancer in January and March 2008, generating significant public discourse.

The initiatives launched in 2008 were very successful and in 2009, we built upon these to raise even more awareness. In 2009, John Giles, sports commentator and soccer analyst launched the second annual PCAW and this received widespread coverage in newspapers and on radio.

### **Nearly 6,200 calls responded to over two years**

The Prostate Cancer Information Service (PCIS) provides expert information, support and advice to men who have been diagnosed with prostate cancer and to the people who care for them.

In 2008, the Society employed dedicated specialist nurses to respond to calls about prostate cancer. This service is growing and the original PCIS Freefone number has now merged into one Helpline number, with all the nurses trained to handle any cancer question. This year we have seen an increase in calls about side effects of prostate cancer treatment such as erectile dysfunction.

### **Funding Prostate Cancer Research**

The mission of the Irish Cancer Society is to play a vital role in achieving world class cancer services in Ireland to ensure that fewer people get cancer and that those who do have better outcomes.

Investment in research plays a key role in promoting this mission. We fund research that will improve prostate cancer care in Ireland and will be relevant locally.

In 2008, we began to shift the focus of our research from funding research projects to funding people.

Movember funds have increased the funds available to specific men's cancers and thanks to this additional money, we have been able to fund seven research grants for a total of €800k. We now run the Research Fellowship Programme to assist cancer researchers to develop their research ideas and the Research Scholarship Programme, to encourage top students to complete PhDs in cancer research. In addition, we have been able to make a significant investment in clinical prostate cancer research. Already, the research that you funded has achieved some very positive outputs.

### **Developing information materials on prostate and men's cancer**

In 2008, the Society's health promotion department produced its first issue of Manhood, a magazine dedicated to prostate cancer. This magazine included information about risk factors, signs and symptoms, benefits of early detection and treatment options, plus positive stories about people who had battled with prostate cancer and won.

The following year we produced the second issue of Manhood magazine. We distributed this to 25,000 volunteers through the Society's Highlight magazine. Anyone who called the National Cancer Helpline (Freefone 1800 200 700) received a copy of the magazine and it was sent to urology and prostate cancer clinics in the eight designated cancer centres.

In 2009, we prepared, peer reviewed and printed an information booklet about the Prostate Specific Antigen (PSA) bloodtest, which can help to detect early prostate cancer. We've also been developing our website and since we started tracking traffic to the prostate cancer area of the site, we've seen an increase in the flow of traffic to these web pages.

### **Supporting men living with cancer**

Some people have difficulty paying their bills following diagnosis with cancer. We help men diagnosed with prostate cancer by providing Financial Assistance Grants. Typically, these grants cover fuel and heating, travel costs and special requirements for their recovery.

### **Encouraging men to have an NCT**

In 2003 we produced the 'MANual on Men's Cancer Prevention and Early Detection', to help men to reduce their risk of developing cancer. The MANual has proven to be one of the most popular publications ever produced by the Society. It is constantly in demand. In 2010, we will make some minor changes to the MANual and distribute it through a major tabloid newspaper and through the corporate sector and local community groups.

### **Reaching out and supporting people affected by prostate cancer**

In 2008, one of our key goals was to reach out to patients. We did this by holding public seminars on prostate cancer. We partnered with Men Against Cancer (MAC), the support group for men with prostate cancer, to host three public meetings on prostate cancer in Donegal, Drogheda and Kilkenny. The aim of these meetings was to raise awareness outside of Dublin and to get men and local health professionals involved. Approximately 300 men attended these meetings.

In 2009, again in association with MAC, we organised three further free prostate cancer awareness public meetings, this time in Dublin, Cork and Limerick. Around 280 men and their partners attended the meetings.

# AWARENESS AND EDUCATION

Movember's number one objective is to raise the community's awareness of the health issue that men of all ages face. Specifically educating the community that 1 in 9 men will be diagnosed with prostate cancer and encouraging men over 40 and their doctors take the time to discuss the merits of screening for early detection of prostate cancer. Movember's aim is to create an understanding of the risk of prostate cancer because more than 90% of cases are curable if detected and treated in their earliest stages.

## Research Analysis

Each year, Movember undertakes a research project led by Professor Heath McDonald from Deakin University in Australia. The aim of this research is to develop a full understanding of why people are taking part in Movember, if Movember is meeting expectations, and to track behavioral change as a result of participation.

The latest research findings prove that Movember is having a positive impact on the way men are dealing with the issue of their health.

The results suggest Movember is having a direct and significant impact on both men's health awareness and behaviours as follows:

## As a result of Movember 2009:

54% talked about men's health issues with others, with 30% of those attributing that directly to their involvement in Movember

22% did some of their own research into men's health issues, with 51% of those attributing that directly to their involvement in Movember,

50% participated or donated to other charities, with 6% of those attributing that directly to their involvement in Movember,

35% sought medical advice, with 10% of those attributing that directly to their involvement in Movember

38% encouraged someone else to seek medical advice, with 20% of those attributing that directly to their involvement in Movember.

Movember will continue to conduct annual research in order to continue tracking impact and efficacy. The Movember campaign speaks clearly and directly to the public and, in doing so, educates and informs them on the health risks men face.

There are a number of ways in which Movember achieves this and continues to engage its audience each year. These include:

## 01 CAMPAIGN CREATIVE

Each year the Movember campaign has a new creative concept. This keeps it fresh and engaging to new and returning participants. The new campaign creative can be seen on the website and in all Movember collateral. The 2009 campaign creative was 'Changing the Face of Men's Health' to keep the focus on what Movember does - get guys to grow a moustache and become a walking, talking billboard for men's health for a month.

## The 2009 message

**Movember – Changing the face of men's health**

## The creative theme

**Peeling back the layers**

## The vehicle

**Layered street posters**



Using the strong imagery of street posters, this visual concept features portraits of Mo Bro's from all walks of life, men who like their mo's come in all shapes and sizes. The portraits are printed as posters then layered over the top of each other. They are then ripped back in layers to reveal the portrait posters underneath.

Past campaign themes:

2007

Mindset, Journey, Destination

2008

United we believe

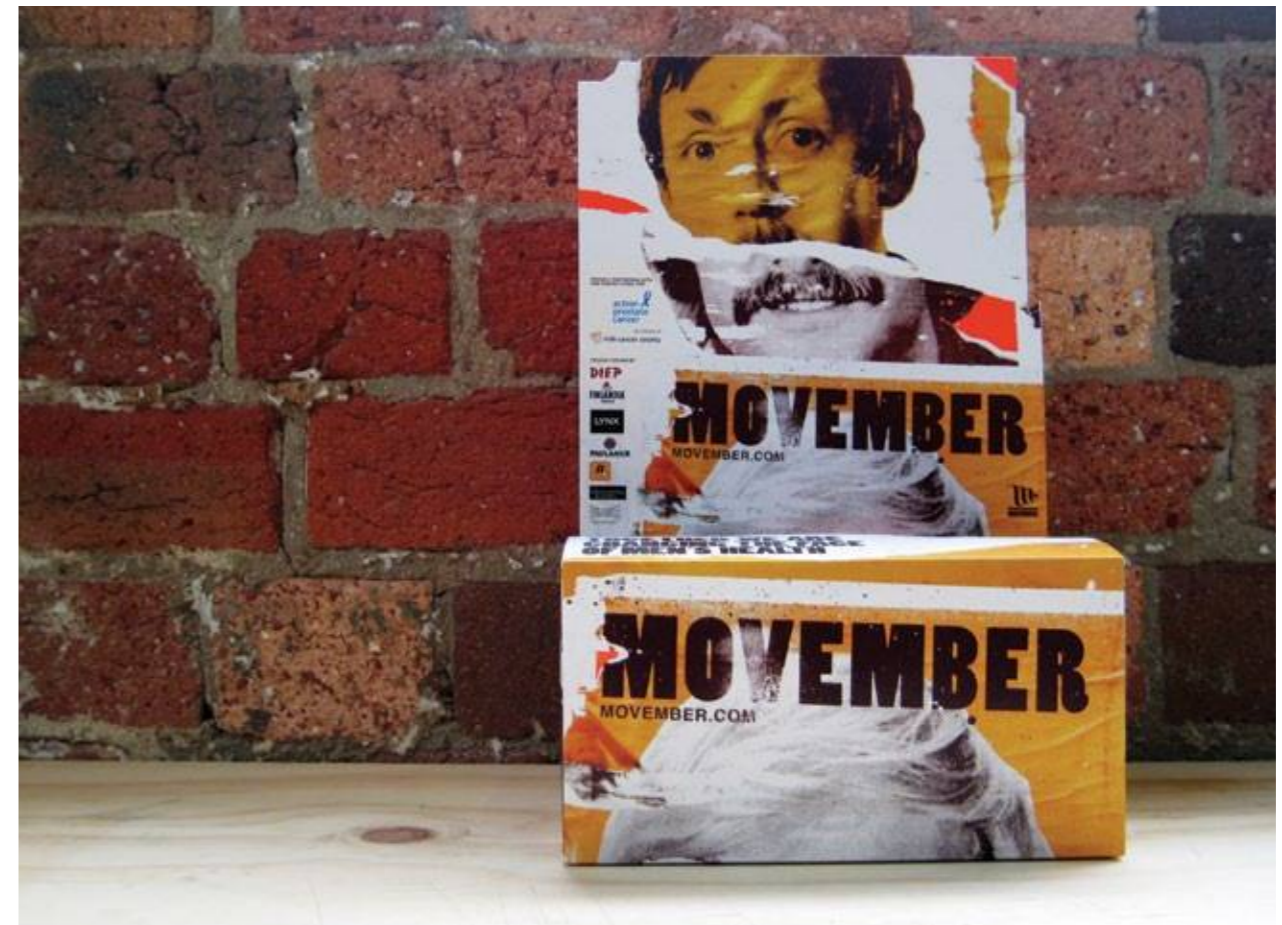
2009

Changing the face of men's health

## 02 CAMPAIGN COLLATERAL

To help participating individuals and teams recruit team members, spread the Movember message, raise money and organize events, Movember produces campaign collateral each year. All participants can receive:

- Men's Health Posters
- Campaign posters
- Movember Rules and Style Guides
- Donation boxes
- Stickers
- Pin Sets
- Wristbands



Movember collateral can be requested online or by calling Movember



Campaign posters



**03**  
**THE WEBSITE**  
**MOVEMBER.COM**

Movember is a web-based campaign that utilizes new media. The website is the central hub of activity; participants register online and the majority of donations are made through the secure website. This allows the Movember community to connect with each other and share their journey with other participants from around the globe.



**News page**  
 Features the latest news and highlights from the campaign



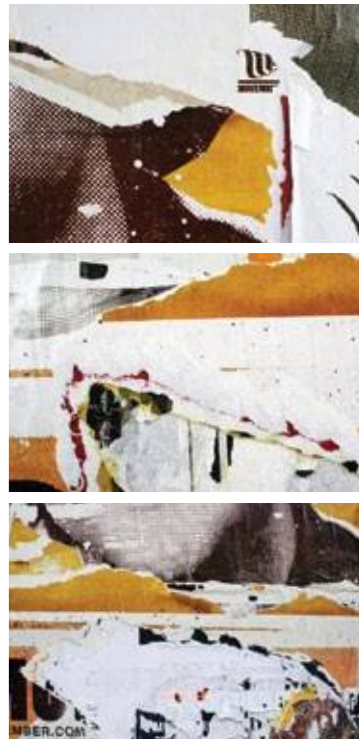
**Mo Space**  
 Mo Bros and Sistas can track down friends and share comments, photos, encouragement and stories with each other from their Movember journey



**Mo Money**  
 Where you can find out what is going on with Movember around the globe, including how many Mo Bros and Sistas are taking place in each country and how much is being raised



**Lab**  
 The place you go to find out everything you need to know about Movember, including Mo facts, style guide, Movember rules and the latest videos



## 04 AMBASSADORS

We are often asked which celebrity ambassadors are involved with Movember, our reply is simply – last year we had 6,568 ambassadors across the Ireland. Movember’s celebrity ambassadors are the Mo Bros and Mo Sistas who commit to the campaign and the cause.

The 2009 Movember campaign was however supported by a number of high profile figures with a genuine interest in promoting men’s health. These ambassadors from the world of sports, media, radio, TV personalities and music supported the campaign in a variety of ways - growing moustaches, creating public service announcements, media interviews, radio appearances, photo-shoots, stunts and attending events.

These ambassadors are not paid for their time or efforts and Movember is grateful for their support, which provided a tremendous boost to the awareness of campaign. Ambassadors for the 2009 Movember campaign included:

—  
**Joe O’Shea**  
**Journalist and TV Personality**  
**‘I thought I knew funky before I got involved in Movember. I realise now I knew nothing about The Funk. Movember changed my life and it could change yours.’**

—  
**Tom Dunne,**  
**Radio Host, Newstalk**  
**‘The recent news that the average tache can accommodate up to a pint and a half of Guinness in its folds per year was just the motivation I needed to both raise awareness of prostate cancer and fulfill a long held dream of at last looking like a pubescent boy!’**

—  
**Tommy Bowe**  
**Irish Rugby International and Grand Slam Winner**  
**‘I’ll leave the rug intact, although I’m growing a moustache for a cancer charity – Movember. All the Ospreys are doing it. We’ll see how it goes. For those guys who can grow a handlebar moustache it should go well, but mine mightn’t be the best.’**

## 05 MEDIA

Movember 2009 sparked superb growth for media coverage with a three-fold increase. Numerous national and local broadcast and print media covered the campaign, and radio DJs embraced the Mo spirit by growing Mos, discussing their journey and men’s health on air.

Movember message penetration was extremely high, with most outlets covering the key points – register, visit Movember.com, grow a Mo, 1 in 9 men will get prostate cancer.

The campaign was covered in a variety of top media outlets, including:

TV RTE1  
TV3 Ireland AM  
RTE Radio 1  
Today FM  
Sunday Independent  
Irish Sun  
Irish Star  
Evening Herald  
Irish Independent  
Rte.ie  
Irishtimes.com

**Total media hits:: 255**

## 06 EVENTS

### Launch events

In October, a launch event was held in Dublin for past participants, donors, and other key stakeholders to showcase the programs that are now funded as a result of the Movember 2008 campaign through Action Prostate Cancer and The Irish Cancer Society.

Shave events were held at the end of October to get participants ready to start Movember 1st clean-shaven. Throughout the month of Movember we also sent a roving Barber, provided by The Grooming Rooms, to visit various work places where Mos were in abundance to treat these Movember moustaches to some professional grooming and styling tips.

### Gala Partés

Movember culminates with a series of Gala Partés at the end of the month around the world. These events allow Movember to thank the Mo Bros and Sistas for their collective fundraising efforts, spreading the men’s health message, and to recognize and award the Mo Bro with the very best moustache.

Each participant received a complimentary Gala ticket upon raising €70 and €100. Tickets could also be purchased.

More than 1,500 Mo Bros and Sistas attended the official Movember Gala Parté in Dublin.

### Mo Parties

For those who don’t live near an official Gala city or for those who want to throw their own event they could register their own end of Movember celebration at [www.movember.com](http://www.movember.com).

Each host received a free Movember ‘party in a box’ to help promote and run their event. The pack includes campaign and men’s health posters, donation boxes, style guides, pin sets, writstbands, stickers, and prizes from Movember’s generous partners.

100 Mo Parties were held across Ireland in 2009 at universities, in pubs and bars, across a variety of workplaces, in hospitals and research labs, police stations, fire stations, airports and schools.



**MORE THAN 1,500  
MO BROS AND SISTAS  
ATTENDED THE GALA  
PARTE IN DUBLIN**









# PARTNERS

Each campaign, Movember partners with a number of corporations that are aligned with our brand and believe in our vision – to have an everlasting impact on the face of men’s health. Movember’s partners support the campaign with joint promotions, internal participation, great prizes, a cash contribution, and free services that help minimize our cost base.

We sincerely appreciate the support of our partners in helping to grow and groom the campaign.

## Major partners



## Supporting partners



For further information about The Foundation, please contact:

Sarah Coghlan

Email  
sarah@movember.com

Telephone  
+44 (0)7508447702

www.movember.com



**W**<sup>TM</sup>  
**MOVEMBER**<sup>TM</sup>