



**Canadians Fund their Big Ideas with Movember's Men's Health & Wellbeing  
Innovation Challenge  
The Movember Foundation Awards \$2.2 million**

**Toronto, ON (October 20<sup>th</sup>, 2014)** – The Movember Foundation is proud to announce \$2.2 million in funding for its Men's Health & Wellbeing Innovation Challenge. The Challenge called upon Canadians to submit their creative and innovative ideas that aimed to disrupt long held assumptions about men's health, focus on positive elements of masculinity, and get men to take action with their health. A total of 15 projects across Canada have been awarded funding.

In the spring of 2014 the Movember Foundation announced its first ever innovation funding approach. Project ideas had to be developed from the male perspective and provide solutions that have potential for quick implementation. An enthusiastic response from the community was received. Pitches were assessed and ranked by a third party panel of experts, which included representation from across Canada and around the world.

"An idea, no matter how small can help change the face of men's health and that's exactly what the Innovation Challenge is focused on," said Pete Bombaci, Country Director, Movember Canada. "It's because of the commitment of our Mo Bros and Mo Sistas that sign up every Movember to help us raise funds and awareness for men's health that we are able to invest in these projects."

"The Innovation Grant is a completely new funding approach for the Movember Foundation, it takes us back to our grassroots beginnings by inviting ideas from the community," said Clare Shann, Global Mental Health Lead, the Movember Foundation. "By going to where men spend time, and engaging them in environments where they are comfortable and familiar, we are hoping to get them to be more proactive when it comes to their health."

"The science of health seeking behaviour shows men either don't or delay. They tend to not watch health shows or search for recipes about quinoa. It's time to flip the clinic and go to where they are," said Dr. Mike Evans. "We are going to where they play, we are going to combine humour and best information, we are going to make best practice easier. With Beer League Doctor we are thrilled to partner with Movember in innovation and creating an agile resource that resonates and fits with the way men understand and change."

The 15 funded projects include:

- Jake Stika/Jermal Alleyne, Boys 2 Men, Calgary, Toronto, “**Boys 2 Men**”
- Elliot Goldner, Centre for Applied Research in Mental Health and Addiction, Simon Fraser University, Burnaby. “**CHOPPOR**”
- Andrea Murphy, Dalhousie University, Halifax. “**Headstrong: taking things head on with your Man’s Toolbox**”
- Jeremy Dutcher, Egale Canada Human Rights Trust, Toronto. “**The Naked Gay Truth Campaign**”
- Mike Heinrich/Mike Evans, Evans Health Lab, Toronto. “**Beer League Doctor – Talking to guys where they play**”
- Geoffrey Soloway, MindWell Canada, Vancouver. “**Meeting Men in the Moment**”
- Thomas Ungar, North York General Hospital Foundation, Toronto “**Think you can shrink?**”
- Zachary Hobson, Orchestra Marketing, Toronto. “**Online/social media health challenges**”
- Nicholas Cardone in collaboration with Halifax Innovative Health Centre Halifax, “**T.O.N.E.**”
- Greg Wells, The Wells Group Inc., Toronto. “**The Health Oracle App: Predicting Health and Guiding Action**”
- Marc O’Brien/Vincent Monastero, TREATY, Toronto. “**Omega Access (OA)**”
- Dominic Bizot, Université du Québec à Chicoutimi, Chicoutimi. “**Hommes Atout : Un atelier de travail (workshop) ambulancier par et pour les hommes**”
- Helen Brown, University of British Columbia, School of Nursing, Vancouver. “**Working 2 Give: Enlisting Positive Masculinities to Transform Offender Labour Approaches for Incarcerated Aboriginal Men in British Columbia**”,
- Tim Laidler, Veterans Transition Program, Vancouver. “**Man/Art/Action**”
- Robert Petrella, Western University, London. “**Hockey Fans In Training: Hockey FIT**”

For more information on Movember Foundation programs visit our [Report Cards](#).

These projects have been made possible by the Mo Bros and Mo Sistas who participate in Movember. For more information on Movember and to [sign up](#) visit [Movember.com](#).

- 30 -

For more information or to request an interview, please contact:

Jill Kenney  
 Fresh PR  
 jill@getfreshpr.com  
 778 837 1122

## **About the Movember Foundation**

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 more than \$574 million CAD, and have funded more than 800 world-class programs 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 a registered charity in Canada - BN 848215604 RR0001. For more information visit [Movember.com](http://Movember.com).