



WE'RE WORKING YEAR ROUND FOR MEN  
TO LIVE HAPPIER, HEALTHIER AND LONGER LIVES

# MOVEMBER FOUNDATION

## WHAT IS MOVE?

From the team who put the moustache back on the face of fashion comes MOVE, a 30-day fitness challenge to raise funds and awareness for men's health. It's a new way to make a difference this Movember.

The challenge is to MOVE every day of Movember – 30 MOVES in 30 days.

How you MOVE each day is up to you. Whether it's a workout one day, walking 30 minutes to work the next, a game of ping pong or an epic bike ride, no MOVE is too big or small.

## WHY MOVE?

We all know that exercise is good for us. But MOVE isn't just about fitness – it's about shaking up the routine.

Try something new. Move in unusual ways. Challenge yourself. Get your friends on board. Start a movement.

We'll always be all about the moustache, but now there's more than one way to champion men's health in Movember. For Mo Sistas, MOVE is a way to do something tangible in the name of men's health, and for Mo Bros it's a new challenge.

Grow your Mo, MOVE, or take things to the next level and do both.

Be a champion of men's health, starting with your own.

## HOW TO MOVE

- 01**  
Sign up at [Movember.com](http://Movember.com) and join the movement
- 02**  
MOVE every day for 30 days during the month of Movember
- 03**  
Challenge your friends to match your MOVES
- 04**  
Share updates throughout the month
- 05**  
Raise vital funds for men's health initiatives

**MOVEMBER FOUNDATION**  
The Movember Foundation is the leading global organization committed to changing the face of men's health. Millions have joined the men's health movement, raising \$650 million and funding over 1,000 projects focusing on prostate cancer, testicular cancer, poor mental health and physical inactivity.

JOIN THE MEN'S HEALTH MOVEMENT AT  
[MOVEMBER.COM](http://MOVEMBER.COM)