



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

MOVEMBER FOUNDATION

WHAT IS A MO SISTA?

Women who participate in Movember are called Mo Sistas.

They support the men in their lives by promoting the importance of men's health.

Mo Sistas sign up, start a team, take the MOVE challenge, talk about the importance of men's health, and fundraise. They do everything Mo Bros do, they just don't grow a moustache!

Mo Sistas are champions of Movember, rallying the men in their lives to join in.

THE IMPORTANCE OF THE MO SISTA

Women – mothers, daughters, wives, girlfriends, or pals – tend to be the gateway to health in a man's life. Studies have shown that men are less likely to talk about their health, let alone take action.

Women play an important role in helping men break down the barriers that surround those simple health conversations and can be the catalyst for men living happier, healthier, longer lives.

HOW TO GET INVOLVED AS A MO SISTA

SIGN UP AT MOVEMBER.COM

Join a team, or start your own. As a team captain you can start recruiting Mo Bros and Mo Sistas to join you.

THIS MOVEMBER, DO MOVE

It's the Movember Foundation's challenge to men and women to get active every day for the 30 days of November.

No MOVE is too big or small, whether it's a daily run, yoga, spin class, or ping pong match. Bring your favorite Mo Bro with you and challenge them to match your MOVEs.

ROCK SOME MOUSTACHE APPAREL

The Movember Collection is available for purchase on Movember.com.

START THE CONVERSATION

If you see a guy sporting a moustache during the month of November, walk right up to him and ask him if he's growing it for Movember.

A men's health conversation is guaranteed to happen as a result!

SET A FUNDRAISING TARGET

A target gives you and your team something to strive for.

Two key things to remember when fundraising: start things off by donating to yourself (then challenge your friends to match your donation) and use social media to thank the people who donate.

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



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