



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

## MOVEMBER FOUNDATION

NEED HELP EXPLAINING MOVEMBER TO A FRIEND, COWORKER, OR FAMILY MEMBER? CHECK OUT THIS CONVERSATION BETWEEN TWO FRIENDS, OVERHEARD AT A BARBEQUE SOME TIME IN NOVEMBER.



Nice moustache, buddy. You trying out a new look?

You bet big fella! I got jealous of your upper lip so I decided to give it a shot. I'm actually growing this moustache for Movember, to help change the face of men's health.



Movember? For men's health? That's a thing?

Yep, it's a thing. A big thing. The Movember Foundation is the leading global organisation raising funds and awareness for men's health. Every November, the Foundation challenges men to grow a moustache, which in turn sparks conversations like the one we're having now. Women can join in too, by supporting the moustache.



That's awesome. I had no idea! So how does it work?

It's pretty straightforward. First you sign up on [Movember.com](http://Movember.com). You get a personalised fundraising page so you can send it to your friends and family, post photos, that sort of thing. Then you start clean-shaven on November 1st and grow your Mo for the next 30 days. No beards or goatees, it's got to be 100% moustache.



Just to be clear, this is an official charity, right? Where do the funds go?

Of course it is! Movember is a registered 501c3 non-profit organization and funds raised for Movember are invested in programs for prostate cancer, testicular cancer, poor mental health, and physical inactivity – all in the name of getting guys to live happier, healthier, longer lives. Since 2003, Movember has had millions of participants who've raised over \$650M. They've funded over 1,000 programs in 21 countries.



Wait a sec. Physical inactivity, too? That explains all your workout posts on Facebook.

You're spot on. This year you can also sign up and do MOVE, which is a 30-day challenge to get active. I'm training for a half marathon, and my wife is leading an exercise challenge at her office.



Nice one, man. I'll throw in a few dollars for sure. What's the link to your fundraising page?

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