



MOVEMBER FOUNDATION  
PRESS KIT



FOR MORE INFORMATION  
PLEASE CONTACT  
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# ABOUT THE MOVEMBER FOUNDATION

**MEN'S HEALTH IS IN TROUBLE.**

**ALL AROUND THE WORLD,  
FATHERS, BROTHERS AND  
FRIENDS FACE A HEALTH CRISIS  
THAT ISN'T BEING TALKED ABOUT.**

**MEN ARE DYING TOO YOUNG,  
BEFORE THEIR TIME AND FOR  
NO GOOD REASON.**

The Movember Foundation is the only global charity focused solely on men's health. We raise funds that deliver innovative, breakthrough research and support programs to enable men to live happier, healthier and longer lives.

Awareness and fundraising activities are run year-round by the Foundation, with the annual Movember campaign in November being globally

recognized for its fun, disruptive approach to fundraising and getting men to take action for their health.

Since Movember started in Melbourne, Australia in 2003, millions have joined the movement, raising \$770 million and funding more than 1,200 projects focusing on prostate cancer, testicular cancer and suicide prevention.



# THE HAIRY FACTS



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## MEN'S HEALTH

**-6**

On Average, Canadian  
men die six years  
younger than women

**2 IN 5**

About 2 in 5 Canadians  
will develop cancer in  
their lifetime

## SUICIDE PREVENTION

**15 - 44**  
YEARS

Suicide is the leading  
cause of death for men  
aged 15-44 years

**8 MEN**  
EACH DAY

On average, 8 men  
take their life each  
day in Canada

## PROSTATE CANCER

**MOST  
COMMON**

Prostate cancer is the  
most commonly diagnosed  
cancer in Canadian men

**11**

On average, 11 Canadian  
men will die from prostate  
cancer every day

## TESTICULAR CANCER

**15 - 29**

Testicular cancer is the  
most common cancer in  
young Canadian men aged  
15 - 29 years old



# HOW TO GET INVOLVED

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**STOP MEN DYING TOO YOUNG.  
JOIN THE FIGHT FOR MEN'S HEALTH.**

There are three ways to get involved with Movember and support men's health:

	WHAT	HOW	WHEN
<b>01 GROW</b>	Grow a Mo, save a Bro	The moustache is our ribbon for men's health	For the 30 days in the month formerly known as 'November'
<b>02 MOVE</b>	Get active for men's health	Raise funds for men's health while you do something good for your own health	Anytime, anywhere, during the month of November
<b>03 HOST</b>	Throw or go to a Movember event	Any excuse for a good time. Events are a great way to have fun and raise funds for men's health	Anytime, anywhere, during the month of November







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# WHERE YOUR MONEY GOES

**EVERYTHING WE DO IS TO STOP MEN  
DYING TOO YOUNG AND HELP THEM TO  
LIVE LONGER, HEALTHIER, HAPPIER LIVES.**

We're funding more than 1,200 men's health projects around the world.

With money raised, we're funding game-changing programs while positively challenging the way in which men's health issues are researched and addressed.

Through our year-round awareness and education program, we encourage men to become more aware of their health, talk more with their friends and be more active, improving their health and wellbeing.

## **BY 2030, WE'VE COMMITTED TO:**

Reduce the number of men dying prematurely by 25%

Halve the number of deaths from prostate and testicular cancer

Reduce the number of men taking their own lives, by 25%

## **WE WILL DO THIS BY:**

Giving men the facts

Changing behaviour for the better

Creating services for men that work

Funding breakthrough research

# SPOKESPEOPLE & AMBASSADORS



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## MOVEMBER FOUNDATION SPOKESPEOPLE



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