### MEDIA RELEASE

the Movember foundation asks you to imagine a ‘life without the men you love’

*New research from the Movember Foundation reveals that the modern man is looking for ‘true love’ and most values his ‘personal relationships’ and the ‘little things’ in life*

*Research sparks important conversation at the start of this year’s Movember campaign about the state of men’s health and the need to stop men from dying too young*

United Kingdom – November 1, 2017 Sometimes we don’t miss what we have until it’s gone. T**rue love’, ‘personal relationships’** and the **‘little things’ have** **prevailed in research conducted by the Movember Foundation, asking men what they ‘would miss most’ if they were no longer around.** **After friends and family (84%)**, **a third (33%) of men surveyed across the UK, US, Canada and Australia confirmed they don’t want to miss out on true love** – even more so than becoming a **millionaire (24%)** or visiting the **Seven Wonders of the World (24%)**.

Additionally, the surveyconfirms that **men would also really miss the ‘little things’ in life** – and interestingly, that’s what **75% of their loved ones would miss most about them if they were gone tomorrow.**

These findings mark the launch of ‘Movember’, the month formerly known as November. On Wednesday, November 1, 2017, the [**Movember Foundation**](https://ca.movember.com/mospace/) is driving home the scale of the global men’s health crisis by asking everyone to take a moment to consider what life would be like if they woke up today without the men that they love. *What key moments would these men miss? Who would they leave behind? For the men themselves, what would they miss the most?*

Iwan Thomas MBE, Commonwealth and European 400m Champion, British 400m record holder and supporter of the Movember Foundation said:

"If I died prematurely, I would miss my family and friends and would regret the fact that I had never got married or had the chance to be a dad. I would also miss my dog Frank."

"Men can be complicated creatures. We tend to bury our heads in the sand and hope for the best, when we aren't feeling well. This is probably the reason why men's health is in such crisis.

If you notice something wrong, I urge you to see a doctor and get it checked out and if you are feeling low, don't feel you have to tough it out alone, talking to someone can lighten the load

and should never be seen as a sign of weakness"

**Other important results include:**

1. When communicating with men in a digital age, texting isn’t enough. Across markets, **two in five people surveyed (43%)** say **‘in person’** communication means the most, followed by a **third (34%)** who say a **‘phone call’** is the most meaningful.
2. When it comes to keeping tabs on the wellbeing of the men in their life, women check in the most – within the past week, **almost three quarters (72%) of women surveyed across markets have asked a man in their life** **how they are doing** and **over two thirds (68%)** **have given him a hug.**
3. While men are very aware of their own mortality when it comes to facts and figures – with almost three in five men (58%) believing the statement that *men die on average six years earlier than women* – over one fourth (27%) of women take a more proactive role in managing the health of the men they care about (e.g. asking if they had a check-up lately (18%) or schedule a doctor or dentist appointment for them (17%).

Globally, Mo Bros and Mo Sistas will see “Life Without the Men We Love” come to life in various country activations. In the UK, the Movember Foundation embarked on a touring shave-a-thon through the streets of London on a Movember branded bus. Equipped with an army of barbers, we shaved a grand total of 360 men. In the UK, approximately 12 men lose their lives to suicide each day. By shaving 360 men, every clean-shaven face represents a man who would have potentially died by suicide during the month of Movember.

**THE STATE OF MEN’S HEALTH**

**Across the world, men die an average six years younger than women, and for reasons that are largely preventable.** The stats are startling:

* 1 in 7 men will get prostate cancer in their lifetime
* 1 in 2 men will be diagnosed with cancer
* Testicular cancer is the most common cancer diagnosed in men ages 15-29
* 3 out of 4 suicides are men
* More than 500,000 men take their own life every year. That’s one every minute.

“When we look at these stats, it becomes so clear that there is a men’s health crisis,” says **Owen Sharp, CEO, Movember Foundation**. “There is a lot that needs to be done, but by talking about it, by encouraging our friends to take action for their health and supporting them, we can help keep the men we love around to live happier, healthier, longer lives. They don’t have to miss out on those key moments that matter most.”

**GET INVOLVED: GROW, MOVE, DONATE**

To kick off the campaign this Movember 1st, not only are we asking everyone to think about what their life would be like without the men they love, we are asking them be the difference and take action to support the health of their loved ones, and themselves. **Here’s how you can help:**

**Grow a Mo, save a Bro**

Sign up to grow your moustache for 30 days. Want to take your Mo to the next level? Sacrifice your beard, auction off your face to the highest donor, or dye your Mo a different colour every day. Get creative to attract attention and raise funds.

**Move - get active for men’s health**

Raise funds for men’s health while you do something good for your own health.Join the Move challenge and make a commitment to be more physically active for the month. Get friends and family to donate to your efforts, and become healthier in the process.

**Donate**

Show the Mo Bros and Mo Sistas in your life that you support their Movember challenge by donating to their Mo Space. You can check in on their progress to see how their Mo is growing, or see how far along they are in their Move goal. Every little bit counts to help stop men dying too young.

Be the difference. Join the fight at Movember.com and donate or sign-up to help stop men dying too young.

**Ends**

For further information, please contact Rosetta Buahin at the Movember Press Office at [rosetta.buahin@movember.com](mailto:rosetta.buahin@movember.com) or call 07833797327

**About the Movember Foundation**

The Movember Foundation is the only global charity focused solely on men’s health, funding over 1,200 innovative projects across 21 countries. The Foundation raises funds and awareness for men’s health programs supporting these critical areas: prostate cancer, testicular cancer, mental health and suicide prevention. But our work is not done. Be the difference and go to Movember.com to donate or participate. Together we can stop men dying too young.

*\*Consumer data was collected via an online survey administered to a nationally representative sample of 18+ adults in 4 markets (Australia, Canada, UK and USA). In total, c.4,000 people (1,000 per market) were sampled. The survey was commissioned by the Movember Foundation and conducted by Research Now in October 2017.*