



PRESS KIT



Men's health is in crisis. Globally, men are dying six years earlier than women, and for largely preventable reasons.

As the leading charity tackling mental health and suicide prevention, prostate cancer and testicular cancer on a global scale, Movember is making change happen.

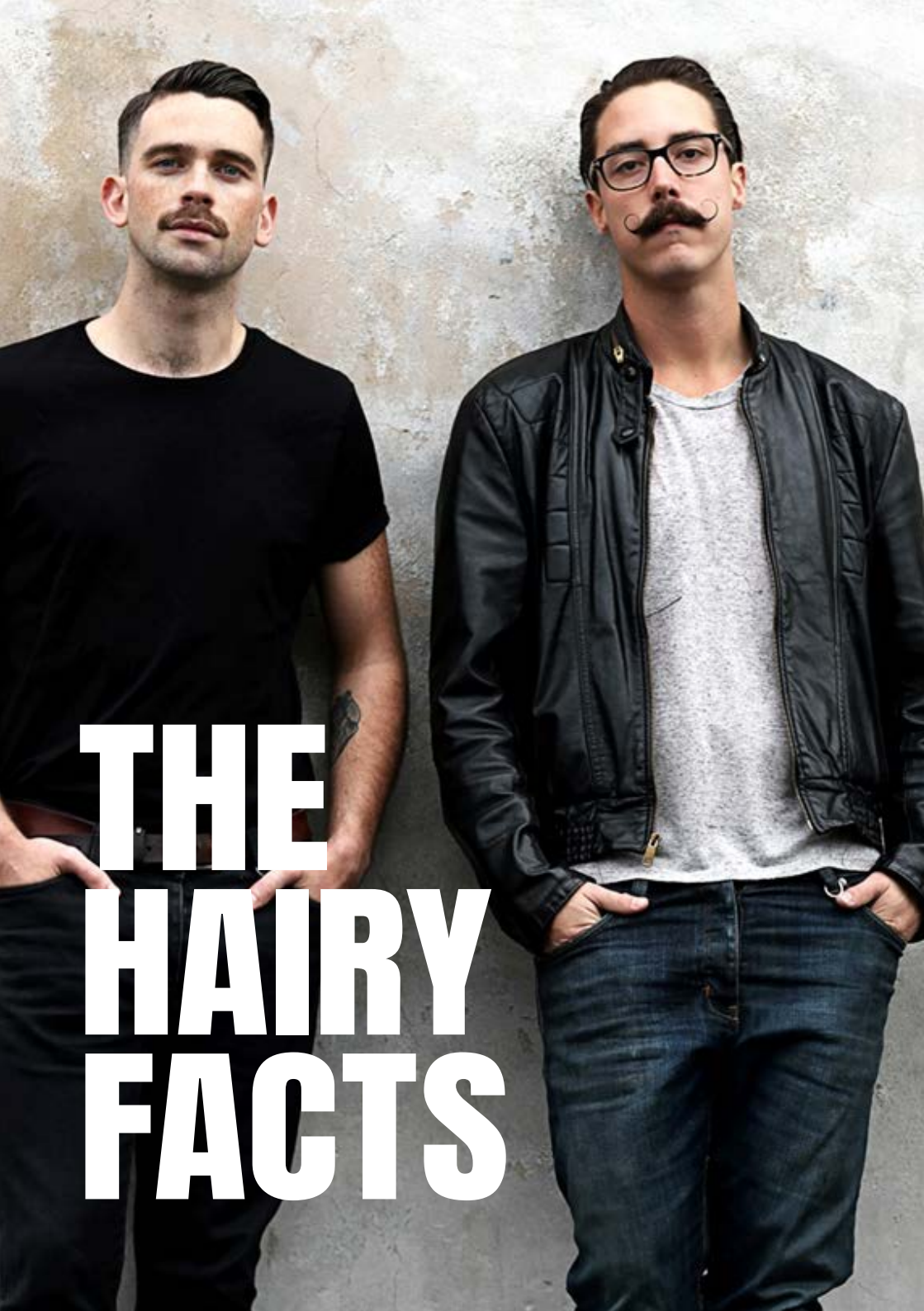
In our mission to stop men dying too young, Movember funds groundbreaking health projects, – 1,250 and counting – uniting experts from all over the world to accelerate research, progress and change.

Year-round, we're hard at work raising funds and awareness, culminating in our month-long annual moustache-growing event in the month formerly known as November. The month of Movember is globally recognised for its fun, disruptive approach to fundraising and the unique ways it prompts men to take action for their health.

Since 2003, more than 6 million Mo Bros and Mo Sisters across 20 countries have joined our global men's health movement, helping men across the world live happier, healthier, longer lives.

LET'S CHANGE THE FACE OF MEN'S HEALTH





THE HAIRY FACTS

MEN'S HEALTH

-4

On average, men die four years earlier than women in Canada

PROSTATE CANCER

1 IN 9

In Canada, 1 in 9 men will be diagnosed with prostate cancer in their lifetime

**MORE
THAN 4,000**

Each year more than 4,000 men die from prostate cancer in Canada

TESTICULAR CANCER

YOUNG MEN

Testicular cancer is the most common cancer in young Canadian men

SUICIDE PREVENTION

**15-44
YEARS**

Suicide is the second leading cause of death among Canadian men aged 15–44 years

75%

In Canada, 3 in 4 suicides are men

It's been a rough year, time to have fun and do good. Every whisker, drop of sweat and virtual get-together counts. If you can't Grow a Mo, fear not - there's more than one way to get face-deep in the movement.



GROW A MO

Upper lip at the ready? Great news. Trucker, Regent, Connoisseur or Wisp - no matter your Mo's shape or style this Movember, your face will raise funds and awareness for men's health.

MAKE A MOVE

Move this Movember by running or walking 60kms over the month. That's 60 km for the 60 men we lose to suicide, each hour, every hour across the world. Do it as a team or go solo.

HOST A MO-MENT

Rally a crew and do something fun. Hosting is all about having a good time for a good cause. And you can always put a virtual spin on your plans. The best part?

Virtual events are easy to organize, cheap to run and you can go in your slippers. Think an online gaming tournament, Mo Bingo or a virtual trivia night.

MO YOUR OWN WAY

A choose-your-own-adventure challenge, epic in scope and scale. You make the rules. You set the limits and chase them down. You inspire donations with sheer grit.

HOW TO GET INVOLVED



Everything we do is to stop men dying too young and help them live happier, healthier, longer lives.

We've funded 1,250 (and counting) men's health projects across 20 countries, ranging from [True North Prostate Cancer](#), which helps men regain control, confidence and quality of life during and after treatment, to game-changing grassroots mental health projects.

Movember is one of the largest non-government investors in research and quality-of-life initiatives for men that impact the global population.

Now that's something.

**WHERE
YOUR
MONEY
GOES**

THE MOST IMPORTANT MOVEMBER YOU'LL EVER GROW:

It's been a big year of curveballs and challenges for everyone around the globe. A lot has changed. The COVID-19 pandemic has increased anxiety for many, heightened by the pressures of not only a global health crisis, but a social and economic crisis too.

We know men are struggling, and need us more than ever. Now's the time to make a stand – for our fathers, partners, brothers, sons and friends.

With money raised by our community here in Canada, Movember can continue to deliver the kind of programs, information and awareness that will help our community weather this storm and beyond, and to keep lifesaving cancer research and trials on track.

Our goal is to reduce the number of men dying prematurely by 25% and halving the number of deaths from prostate and testicular cancer by 2030.

Movember's work has never been more important – let's do it for the men in our lives.





CONTACT US

If you've got questions,
we've got answers.
We're always here to help.

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For a full list of Movember
spokespeople and
ambassadors available for
interview, please visit the
[Media Room.](#)

