

**UK  
CAMPAIGN  
REPORT  
2009**

**W**<sup>TM</sup>  
**MOVEMBER**





This Campaign Report has been designed to sit alongside and compliment the Global Financial Annual Report. Together, they provide a full overview of all elements of the campaign. Additional Campaign Reports for other countries and the Global Financial report can be downloaded at [www.movember.com](http://www.movember.com)





**Dear Friends of Movember—**

In 2003 we ran our first Movember campaign with just 30 of us in Melbourne, Australia. The plan was simple – to bring the moustache back as a bit of a joke and do something for men's health. We didn't raise any money that year but we had a lot of fun and we realized the potential a moustache had in generating conversations about men's health. Excited by our first Movember campaign and inspired by the women around us and all they had done for breast cancer we set ourselves on a course to create a men's health movement.

In 2004 we evolved the campaign and focused on raising awareness and funds for the number one cancer affecting men – prostate cancer. 432 Mo Bros joined us that year and we raised \$55,000 for the Prostate Cancer Foundation of Australia.

Since then we have grown year on year and expanded to Canada, the US, UK, New Zealand, and Ireland The Czech Republic, South Africa, Spain, The Netherlands and Finland.

In 2009 we saw global participation of Mo Bros and Mo Sistas climb to 255,755, with 999,646 individuals making donations combined to raise £26 million for our beneficiary partners. I'm proud to announce that the UK campaign was the second largest in the world behind Australia with 45,151 Mo Bros and Mo Sistas who raised £4.9 million for The Prostate Cancer Charity. These are incredible figures of which we are very proud and also extremely grateful.

The funds we are raising for The Prostate Cancer Charity are enabling them to fund vital research that will led to better screening tests and treatment options and to run support services for men diagnosed with prostate cancer.

The other significant outcome of the Movember campaign is the awareness of prostate cancer and our men's health messages we are collectively generating. Men of all ages are not only listening, they are acting on this messaging and taking positive action with their own health, diet, exercise and lifestyle. We recently surveyed the Movember community and found that because of their involvement in Movember, 39% of the Mo Bros sought medical advice, whilst a further 36% encouraged someone else to seek medical advice.

Movember would not be what it is without the love and support of our Mo Sistas. We need wives, girlfriends, daughters and female friends to keep supporting the men in their lives by encouraging them to grow a moustache and giving them a wink of appreciation no matter how good or bad their Mo is.

It goes without saying that nothing we've achieved would have been possible without the united efforts of the Movember community and I would like to offer my sincere thanks for their continued support.

I will conclude with a thank you to the Movember team, the Movember Board and The Prostate Cancer Charity who work tirelessly throughout the year. They epitomize Margaret Mead's quote: "Never doubt that a small group of thoughtful, committed people can change the world; indeed, it's the only thing that ever has." I am incredibly proud of what such a small team is managing to achieve; it is testament to their hard work, dedication and loyalty.

I am very optimistic about the future and fulfilling our vision of having an everlasting impact on men's health.

Should you have any questions about this report please e-mail me at [adam@movember.com](mailto:adam@movember.com)

Thank you and see you in Movember 2010.

**Adam Garone**  
**CEO**

THE GROWTH  
OF MOVEMBER'S  
GLOBAL MOVEMENT  
AND THE SPIRIT  
OF THE MOVEMBER  
COMMUNITY  
CONTINUE TO AMAZE  
ME EACH YEAR.

**A WORD  
FROM  
JOHN  
NEATE**

**CEO  
THE  
PROSTATE  
CANCER  
CHARITY**



November fever swept the nation last year and more than 44,000 Mo Bros put their razors to one side to help change the face of men's health, and specifically raise funds and awareness for The Prostate Cancer Charity, generating a staggering £4.9 million.

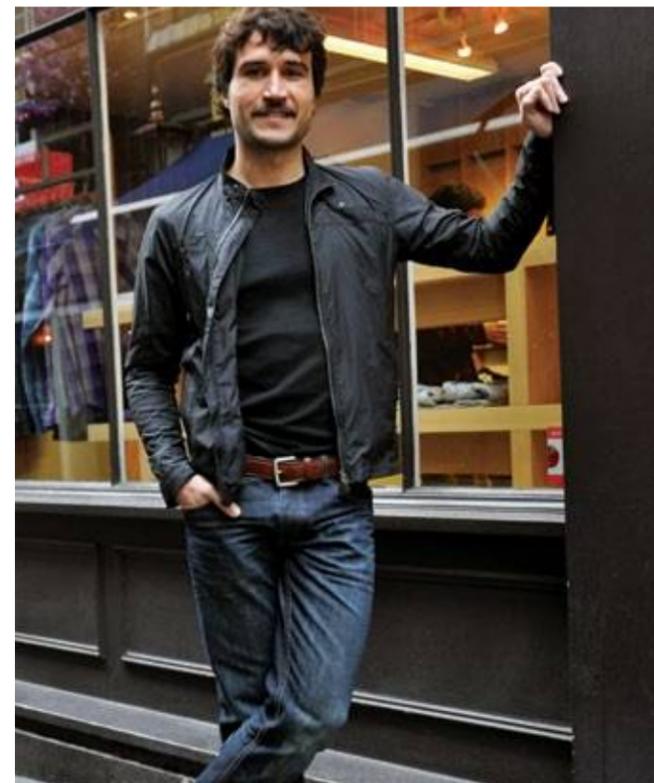
I look forward to the legendary Gala parties every year. I went along dressed as Buzz Lightyear to celebrate with my fellow MoBros and Sistas in style. This year we are hoping that Movember will be even bigger and we are urging men out there, whether they prefer the look of Hulk Hogan, take Tom Selleck as their inspiration or go completely freestyle, to join with the support of their Mo Sistas and help the Charity improve the lives of the 250,000 men living with the disease in the UK. Together we can take awareness of prostate cancer to infinity and beyond!

Behind the fun, there is also a serious message. 36,000 men are diagnosed with prostate cancer in the UK every year. We are delighted to be the official partner of Movember in the UK. It makes us part of a global fight against the disease, and a drive to ensure that all men avail themselves of the facts, stay aware and empower themselves to take care of their health.

John Neate  
CEO  
The Prostate Cancer Charity



John McCormack  
CEO  
Irish Cancer Society  
Email  
[jmccormack@irishcancer.ie](mailto:jmccormack@irishcancer.ie)



Over 128,000 Mo Bros:  
sharing the fun, sense  
of togetherness and  
a good cause to support

# MEN'S HEALTH AND PROSTATE CANCER

## Men's health

Men are often seen as not the best at addressing issues around their health. Especially when compared with the efforts of women, who proactively and publicly address their health issues in a way not traditionally associated with men. The result today is that the levels of awareness, understanding, and funding that support male health issues, like prostate cancer, lag significantly behind causes such as breast and cervical cancers.

Statistics show that, on average, men die at a younger age than women – the average life expectancy for men is five years less than women (presently 77.9 compared to 82). That said, despite lagging behind the women's health movement, things are beginning to change and established taboos and barriers relating to men's health are gradually being broken down.

In order to close the gap between the state of men and women's health, more progress needs to be made. In the UK men visit their GP 20% less frequently than women. Men may not want to seek help for fear of being perceived as 'weak' and 'unmanly'. Some studies also suggest that men react later than women to severe symptoms, and are more likely to be hospitalised or die.

An unwillingness to talk openly about their health due to longstanding traditions, as well as an 'it'll be alright' attitude is part of the explanation for the state of men's health in the UK, and around the world.

Movember aims to change the face of men's health and alter this way of thinking by putting a fun twist on this serious issue. Using the moustache as a catalyst, we want to bring about change and give men the opportunity and confidence to talk about their health more openly.

Movember's first campaign objective is to raise awareness of men's health issues, specifically prostate cancer. We want everyone to know that men over the age of 50, and those over 40 with a family history, are at risk of prostate cancer.

Movember's aim is to increase early detection, diagnosis and effective treatment, as this will ultimately reduce the number of deaths from prostate cancer.

## Prostate cancer – the stats

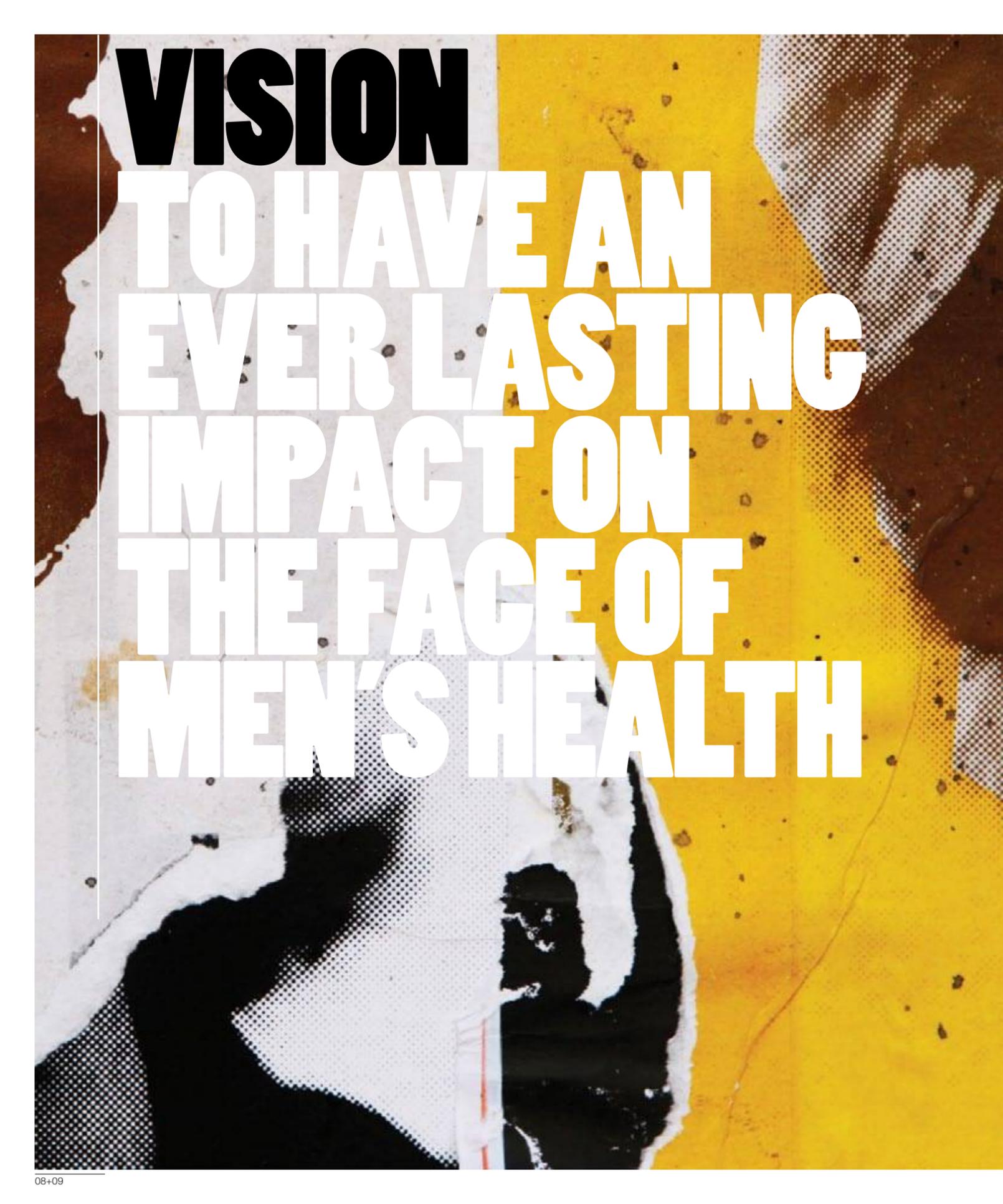
Prostate cancer is the most common cancer in men.

—  
1 in 11 men in the UK will be diagnosed with prostate cancer, and the threat is greater for those with a family history of the disease.

—  
Incidence and mortality rates for prostate cancer in men are similar to those of breast cancer in women.

—  
35,000 men will be diagnosed this year alone in the UK.

—  
There is currently no national screening programme for prostate cancer in the UK.



# VISION TO HAVE AN EVER LASTING IMPACT ON THE FACE OF MEN'S HEALTH

## Mission

Through the power of Movember, we will:

- 01** Get men to grow moustaches.
- 02** Encourage men to proactively manage their health.
- 03** Remove the stigmas associated with men's health issues.
- 04** Achieve breakthroughs that will move the global research community closer to finding better outcomes for men's health.

## We will achieve this by:

- 01** Creating an innovative, fun and engaging annual campaign that 'cuts through', raising funds and awareness.
- 02** Operating a best practice charity through the smart use of technology, innovative marketing and low cost to fundraising ratios.
- 03** Working with our beneficiary partners to deliver the best possible outcomes.

## Values

### **Fun**

We will work to make every part of the campaign fun and simple.

### **Humble**

We have a humble attitude and approach to everything we do.

### **Personal**

We will treat every Mo Bro and Sista personally and with the ultimate respect.

### **Accountable**

We are accountable and transparent. We will strive to exceed best practice cost to fundraising ratios.

### **Outcomes oriented**

We will work with our beneficiary partners to deliver the best possible outcomes from the funds we raise.

### **Innovative**

A new idea. We create new ways to do things that are useful for those around us. We are born from a revolutionary change in thinking, product, process and organization.

### **Caring**

We consciously always endeavor to understand the people and issues that surround us.

# ABOUT MOVEMBER

The Movember Foundation was co founded by Luke Slattery, Travis Garone, Adam Garone and Justin Coghlan in 2004. The Foundation is a not for profit organisation dedicated to having an everlasting impact on the face of men's health. Movember started in Australia and has since grown to a global movement, running official campaigns in Canada, the United Kingdom, Ireland, United States of America, New Zealand, Spain, the Netherlands, South Africa and Finland.

The idea of Movember came from a conversation between Luke Slattery and Travis Garone the year before the Foundation was established. Luke and Travis were watching the world go by and critiquing the comeback of fashion trends from the past when the question was raised, why no return of the moustache?

Both felt that the Mo could do with a revival. So, with the seed of an idea, Luke and Travis talked a couple of mates into growing a moustache for one month and with that, Movember was born. In 2003, just 30 Mo Bros took part. The rules were simple; start on Movember 1st clean shaven and spend the remainder of the month growing a Mo. No money was raised; the idea was simply to see who could grow the better moustache.

It wasn't until 2004, having been overwhelmed by the conversations prompted by the previous year's growth, that the founders decided to develop the idea into a cause that gave birth to the Movember Foundation. Having recognised that men, unlike women, were lacking a way to engage in their own health issues, they saw an opportunity to attach a purpose to growing a Mo, and began to look for a cause for which they could raise a bit of money and awareness in 2004. Together, they came across the Prostate Cancer Foundation of Australia (PCFA) representing a health issue about which very little was known at the time.

In 2004, 450 Mo Bros took part and got their mates, friends and families to sponsor the growth of their Mo's and, to everyone's surprise, they raised \$55,000. It was the largest single donation the PCFA had ever received. It was at this point that the original Mo Bros realised that the moustache could be Movember's badge, our catalyst for conversation and one which would effectively turn each Mo Bro into a walking billboard for men's health, whilst allowing them to have a laugh with their mates.

The Movember campaign continued to grow and in 2006, the Foundation was in a position to take on a second men's health partner in Australia, *beyondblue - the national depression initiative*. It was clear that depression was another silent illness affecting many men in Australia and it was a cause battling to receive sufficient levels of awareness, understanding and funds.

Today, Movember takes place around the world. Motivated and inspired by what was happening in Australia, a further nine countries now embrace the Mo in an official capacity each November.

In addition, Movember is aware of Mo Bros & Sistas supporting the cause right across the globe, from Russia to Dubai, Hong Kong to Denmark and everywhere in between.

Movember will continue to work to change established habits and attitudes and make men aware of the health risks they face, thereby increasing early detection, diagnosis and effective treatment. More importantly however, Movember's success will remain with its ability to stay true to its origins, mates and moustaches, which is how it all began.

## **Timeline**

### **2003**

The Movember idea was born.  
Australia  
30 participants  
No money raised

### **2004**

The Movember Foundation was created  
Australia  
450 participants  
\$55,000 raised

### **2005**

Australia  
9,315 participants  
\$1.2m raised

### **2006**

Australia, New Zealand  
55,511 participants  
\$9.3m raised

### **2007**

Australia, New Zealand,  
Spain, UK, Canada  
and US  
134,131 participants  
\$21.5m raised

### **2008**

Australia, New Zealand,  
Spain, Canada, US, UK  
and Ireland  
173,435 participants  
\$29.7 million raised

### **2009**

Australia, New Zealand,  
Canada, US, UK,  
Ireland, Spain, South  
Africa, Finland,  
Netherlands, Czech  
Republic  
255,722 participants  
\$42,757,053 raised

# THE 2009 UNITED KINGDOM CAMPAIGN



## UK CAMPAIGN OVERVIEW

UK campaigns			
	2009	2008	2007
Total Registrants	44,520	16,112	6,069
Total Funds Raised	£4,963,288	£2,097,132	£1,031,799
Individual Donations	225,287	85,369	?

## THE GLOBAL CAMPAIGN

Global campaigns			
Country	Total registrants	Total funds raised	Number of campaigns (years running)
Australia	127,893	\$21,018,129 (AUD)	7
New Zealand	11,587	\$1,001,298 (NZD)	4
United States	28,223	\$3,208,672 (USD)	3
Canada	35,035	\$7,847,725 (CAD)	3
United Kingdom	44,520	£4,963,288	3
Ireland	6,568	€1,015,553	3



# HOW MOVEMBER IS MAKING A DIFFERENCE

## FUNDED PROJECTS

All the funds raised in the UK go directly to The Prostate Cancer Charity (TPCC). TPCC uses funds raised by Movember for the development of programs related to awareness, public education, advocacy, support of those affected, and research into the prevention, detection, treatment and cure of prostate cancer.

Movember funds have allowed TPCC to invest in programs that were once unachievable due to lack of funding and resources. Over the past three years Movember has been a key funder for some very exciting and innovative programs that could change the future of prostate cancer, and men's health, as we know it.

Please read below the list of programs Movember is currently funding:

### **Research**

With your help, the Charity funds essential and ground-breaking research into the causes of prostate cancer, improved diagnosis and new treatments. This year, we're committing to 10 research projects at a cost of nearly £1.8 million – our biggest investment into research yet! This will help to continue our efforts to redress the historical underfunding of prostate cancer research.

Our research projects include Dr Andrew McDowell's pioneering study into propionibacterium acnes (P-acnes). This bacterium is associated with acne and causes the inflammatory response that initiates acne. However, scientists are aware that it can also result in other infections in the body. Now, Dr McDowell is taking this expertise to the field of prostate cancer research.

P-acnes is the most common bacterium found in prostate tissue and we need to establish exactly how it affects the prostate.

Dr McDowell and his team are working to verify whether this bacterium persists as a chronic, inflammatory infection in the prostate, and looking at how P-acnes could stimulate dangerous changes that might lead to cancer development in prostate cells. Their findings could have a huge impact on the way we diagnose and treat prostate cancer.

The funding of this pioneering project is possible because of the funds you helped raise in 2009.

### **Campaigning**

For the first time, in 2010 the Charity organised a Day of Action to push for better access to support services across the UK for men experiencing life-changing side effects following prostate cancer treatment. On a single day in March (during our awareness month) campaigners sent an amazing 550 emails and letters to their local parliamentarians or candidates and to healthcare providers telling them that too many men living with prostate cancer are not getting the support they need. The day was a major success, raising awareness of this issue with parliamentarians and healthcare providers and urging them to improve their local services for men with prostate cancer.

With the help of Movember, we're increasing our vital campaigning work. Later this year, we'll be launching a new drive to make sure that all men are made aware of the PSA blood test – which can provide an early indication of prostate cancer – and have the opportunity to make an informed decision about having it.

### **Awareness raising**

Raising awareness of prostate cancer is a key challenge – far too few men understand what the prostate gland does, the signs and symptoms of the disease, their risk of prostate cancer and what they can do about it. The Charity works hard to change this. With the help of Movember funds, we were able to run a highly successful national Prostate Cancer Awareness Month in March 2010 and to drive very high levels of media coverage of prostate cancer.

In addition, the Charity trains volunteers across the UK to raise awareness and provide one to one support to men with, or worried about, prostate cancer. Vivien Pipe's husband Derek was 59 when he was diagnosed with an aggressive form of prostate cancer, and shockingly, he died only nine months later. Vivien became a volunteer in 2009.

"I give talks to various organisations to raise awareness. I am also a peer support volunteer, speaking to people who are in a similar position to myself whose husbands have been diagnosed or have sadly died. I think the fact that you are not 'in it' alone, that there are other people who can help you and who have shared your experience can help enormously."

### **Information and support**

We continue to provide vital information and support for men with prostate cancer and their families via our website, our printed information and our confidential Helpline.

Our Helpline is the UK's only dedicated prostate cancer phone and email service, staffed by specialist nurses. This means that anyone who calls us (including concerned men, family and friends) receives expert support and information. Last year, we spoke with over 5,000 callers to the Helpline and send out over 330,000 pieces of information – allowing us to help more men and their families than ever before.

Also, this year we are providing a brand new initiative to reach out to more people at a local level, particularly within the African Caribbean community.

A Drop-in-Clinic, for people concerned about prostate cancer, will be opened this September in Newham, London. Newham is one of the most diverse London boroughs, including a high proportion of African Caribbean men – three times more likely to develop prostate cancer than white men of the same age.

This pioneering new initiative will be led by a team of specialist nurses. They will provide crucial consultation, diagnostic and information services in a community setting, open to all and easily accessible. We hope this will encourage men who are unlikely to seek out their GP or hospital, to visit the Drop-in-Clinic and get valuable advice.

# AWARENESS AND EDUCATION

Movember's number one objective is to raise the community's awareness of the health issue that men of all ages face. Specifically educating the community that 1 in 11 men will be diagnosed with prostate cancer and encouraging men over 40 and their doctors take the time to discuss the merits of screening for early detection of prostate cancer. Movember's aim is to create an understanding of the risk of prostate cancer because more than 90% of cases are curable if detected and treated in their earliest stages.

## Research Analysis:

Each year, Movember undertakes a research project led by Professor Heath McDonald from Deakin University in Australia. The aim of is to develop a full understanding of why people are taking part in Movember, if Movember is meeting expectations, and to track behavioral change as a result of participation.

The latest research findings prove that Movember is having a positive impact on the way men are dealing with the issue of their health.

The results suggest Movember is having a direct and significant impact on both men's health awareness and behaviours as follows:

## As a result of Movember 2009:

54% talked about men's health issues with others, with 30% of those attributing that directly to their involvement in Movember

22% did some of their own research into men's health issues, with 51% of those attributing that directly to their involvement in Movember,

50% participated or donated to other charities, with 6% of those attributing that directly to their involvement in Movember,

35% sought medical advice, with 10% of those attributing that directly to their involvement in Movember

38% encouraged someone else to seek medical advice, with 20% of those attributing that directly to their involvement in Movember.

Movember will continue to conduct annual research in order to continue tracking impact and efficacy. The Movember campaign speaks clearly and directly to the public and, in doing so, educates and informs them on the health risks men face.

There are a number of ways in which Movember achieves this and continues to engage its audience each year. These include:

## 01 CAMPAIGN CREATIVE

Each year the Movember campaign has a new creative concept. This keeps it fresh and engaging to new and returning participants. The new campaign creative can be seen on the website and in all Movember collateral. The 2009 campaign creative was 'Changing the Face of Men's Health' to keep the focus on what Movember does - get guys to grow a moustache and become a walking, talking billboard for men's health for a month.

## The 2009 Message

MOVEMBER Changing the face of men's health

## The Creative Theme

Peeling back the layers

## The Vehicle

Layered Street Posters



Using the strong imagery of street posters, this visual concept features portraits of Mo Bro's from all walks of life, men who like their mo's come in all shapes and sizes. The portraits are printed as posters then layered over the top of each other. They are then ripped back in layers to reveal the portrait posters underneath.

Past campaign themes:

2007

Mindset, Journey, Destination

2008

United we believe

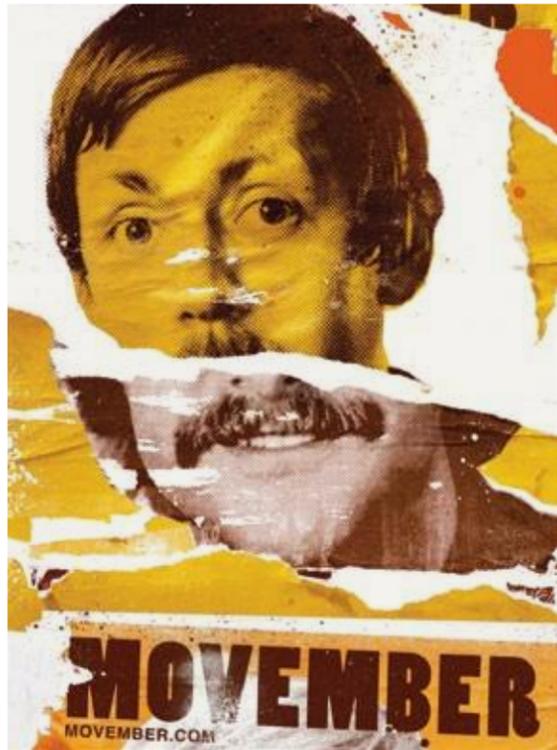
2009

Changing the face of men's health

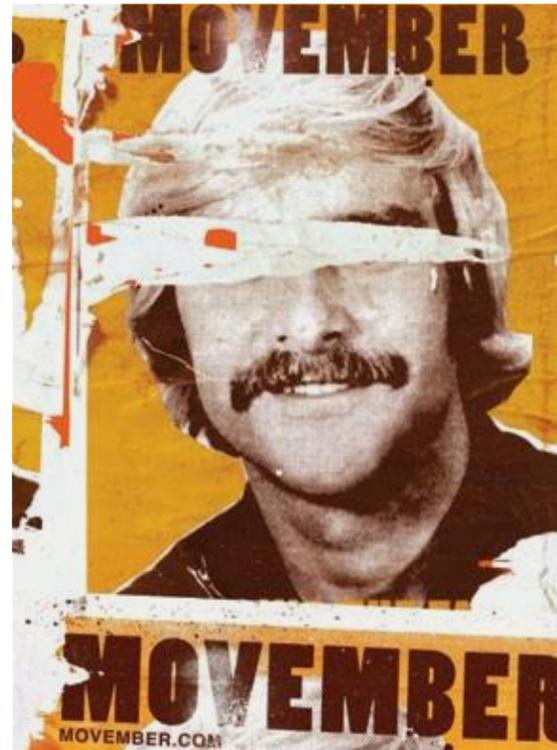
## 02 CAMPAIGN COLLATERAL

To help participating individuals and teams recruit team members, spread the Movember message, raise money and organize events, Movember produces campaign collateral each year. All participants can receive:

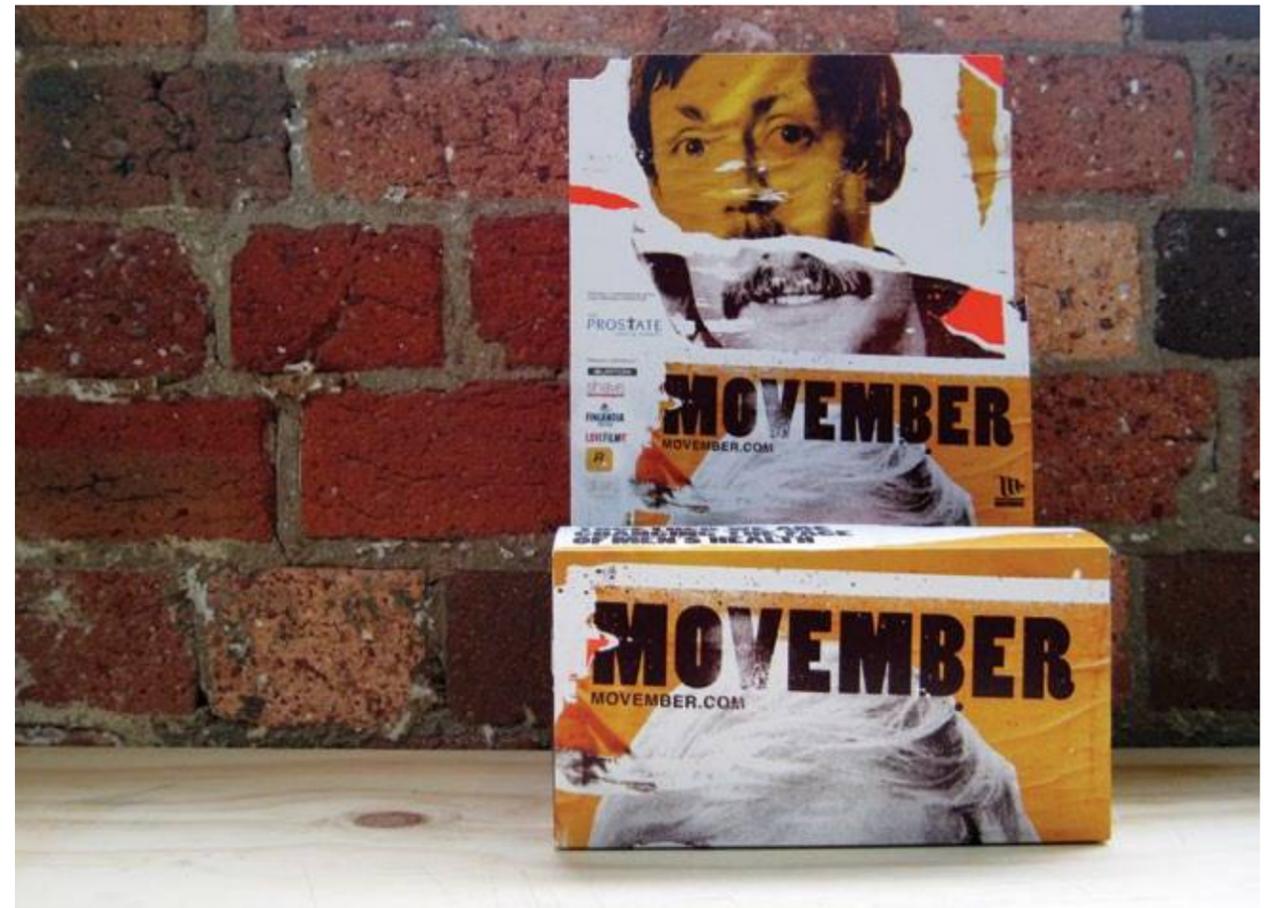
- Men's Health Posters
- Campaign posters
- Movember Rules and Style Guides
- Donation boxes
- Stickers
- Pin Sets
- Wristbands



Campaign posters



Movember collateral can be requested online or by calling Movember



**03**  
**THE WEBSITE**  
**MOVEMBER.COM**

Movember is a web-based campaign that utilizes new media. The website is the central hub of activity; participants register online and the majority of donations are made through the secure website. This allows the Movember community to connect with each other and share their journey with other participants from around the globe.



**News page**  
 Features the latest news and highlights from the campaign



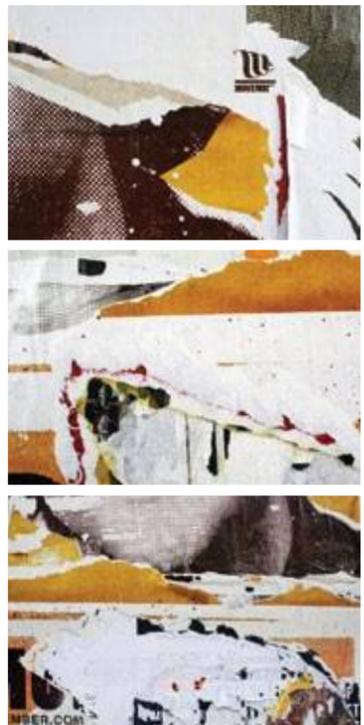
**Mo Space**  
 Mo Bros and Sistas can track down friends and share comments, photos, encouragement and stories with each other from their Movember journey



**Mo Money**  
 Where you can find out what is going on with Movember around the globe, including how many Mo Bros and Sistas are taking place in each country and how much is being raised



**Lab**  
 The place you go to find out everything you need to know about Movember, including Mo facts, style guide, Movember rules and the latest videos



## 04 AMBASSADORS

We are often asked which celebrity ambassadors are involved with Movember, our reply is simply – last year we had 44,520 ambassadors across the UK. Movember’s celebrity ambassadors are the Mo Bros and Mo Sistas who commit to the campaign and the cause.

The 2009 Movember campaign was however supported by a number of high profile figures with a genuine interest in promoting men’s health. These ambassadors supported the campaign in a variety of ways – growing moustaches, presenting on TV shows, media interviews, radio appearances, photo-shoots, stunts and attending events.

These ambassadors are not paid for their time or efforts and Movember is grateful for their support, which provided a tremendous boost to the awareness of campaign. Ambassadors for the 2009 Movember campaign included:

**Chris Kamara**  
**Daley Thompson**  
**Barry McGuigan**  
**Graeme Souness**  
**Paul Merson**  
**Alan McInally**  
**Phil ‘The Power’ Taylor**  
**Jesse Hughes from the Eagles of Death Metal**  
**The Scottish and Welsh international rugby union teams**

Chris Kamara gets his mo groomed



## 05 MEDIA

Movember 2009 sparked superb growth for media coverage with an increase of 450 per cent. Numerous national and local broadcast and print media covered the campaign, with journalists and presenters embracing the Mo spirit by growing Mos, discussing their journey and men’s health.

Movember message penetration was extremely high, with most outlets covering the key points – register, visit Movember.com, grow a Mo, 35,000 men a year diagnosed with prostate cancer.

The campaign was covered in a variety of top media outlets, including:

Sky Sports News  
 BBC 1  
 BBC 2  
 The Times  
 The Guardian  
 The Independent  
 Metro  
 The Sun  
 FHM  
 GQ.com  
 Sport magazine  
 Empire  
 Heat  
 Men’s Health

### Number of media hits by medium:

Broadcast	54
National print	109
Regional print	315
Consumer	25
Trade	15
Online	362
Print	281
<b>Total Media Hits</b>	<b>880</b>

Movember 2009 sparked superb growth for media coverage with an increase of 450 per cent from the previous year

Upgrade

**3**  
**Handlebar**  
Favourite of Movember’s Lemmy and various stars of country and western music, the handlebar combines sideburns with a ‘tache, and is arguably the most manly of the lot.  
Celeb: Colin Farrell.

**4**  
**Foam catcher**  
A full thickness, bushy moustache which extends slightly over the bottom of the top lip and will get wet every time you drink something.  
Celebs: Des Lynam; the SAS.

**1**  
**Deadwood**  
Thin moustache currently favoured by trendies. Neat but also rather sleeky.  
Celeb: Brandon Flowers out of The Killers.

**2**  
**The strongman**  
Has its roots in Victorian Britain’s freakshow circuses where the heavy lifters grew bushy moustaches, but waxed the ends for a smarter look.  
Celeb: ‘Britain’s Hardest Man’ Charles Bronson.

# Prefer whiskers

Grow facial hair, save lives

BANGERS

Other than being in a Queen tribute band, there aren’t many legitimate excuses for growing a moustache these days. Generally you’ll end up looking like lamb dressed as mutton and scarily like your father. However, this November you’ll have a proper excuse not to shave your top lip, thanks to Movember. Focused on raising men’s general awareness of their health, Movember are encouraging men to grow a sponsored ‘tache during the month of November, donating all the proceeds to The Prostate Cancer Charity. So far it’s raised over a million pounds by making the men of this country look inherently more suspicious. The only question now is which of FHM’s recommended off-the-peg style is for you...

**Movember moustache care guide**

**Let it hang out**  
Don’t shave on a Thursday so that the awkward, in-between stages of growth fall on a Saturday and Sunday and you can return to work on Monday with some half-way decent growth.

**Remember to keep it tidy**  
Even when it’s growing, keep the areas around your moustache in check. This will make the moustache stand out more.

**Maintenance**  
Once it’s finished, keep it combed with a proper moustache comb (they do exist) and remember to wash it to remove any traces of cornflakes, Snickers bars etc

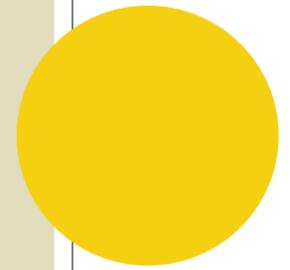
**Trimming**  
To avoid ruining all your hard work in one fell swoop, trim the ‘tache carefully with scissors rather than an electric razor, making sure that it’s even.

**Styling**  
If you think your growth deserves some styling, try a dedicated moustache wax or, failing that, regular hair wax will do. But use it sparingly or you’ll end up with a sweaty-looking top lip.

**Grow amusing facial hair, save lives**  
*If there’s hammy hirsuteness to be had FHM is there, so we’re growing a ‘tache for Movember. We urge readers to do the same: you can raise money for prostate cancer charities and raze your local town with conversation-piece facial hair. Log on to [fhm.com/movember](http://fhm.com/movember) for all the details*

[[1]] FHM 11/09

fhm.com/upgrade





**Launch events**

In October, a launch event was held in London and one in Edinburgh for past participants, donors, and other key stakeholders to showcase the programs that are now funded as a result of the Movember 2007 and 2008 campaigns through The Prostate Cancer Charity.

Shave events were held at the end of October to get participants ready to start Movember 1st clean-shaven. Movember, along with their partners Wilkinson Sword and Dermalogica hosted Mos Moustache Emporium in London, inviting Mo Bros and media to come down, get a free shave, and get ready to grow their Mo.

Throughout the month of Movember we also visited various work places where Mos were in abundance and brought with us Barbers and Skin Care Specialists to treat these Movember moustaches to some professional grooming and styling tips.

**Gala Partés**

Movember culminates with a series of Gala Partés at the end of the month. These events allow Movember to thank the Mo Bros and Sistas for their collective fundraising efforts, spreading the men's health message, and to recognize and award the Mo Bro with the very best moustache.

Each participant received a complimentary Gala ticket upon raising £80 and £120. Tickets could also be purchased.

More than 3,300 Mo Bros and Sistas attended Movember Gala Partés across the UK, held in the following cities:

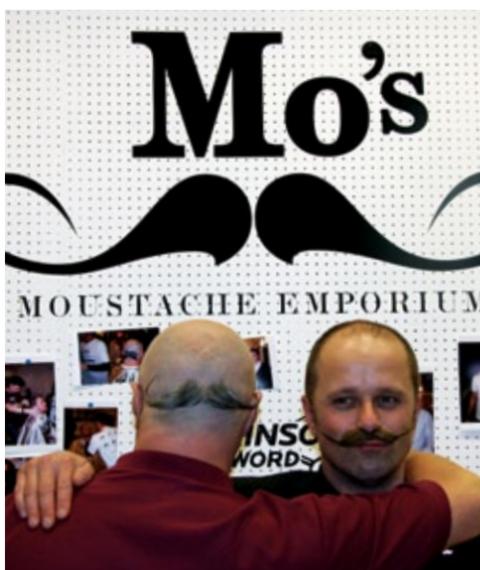
- London
- Edinburgh
- Cornwall

**Mo Parties**

Mo Parties: For those who don't live near an official Gala city or for those who want to throw their own event they could register their own end of Movember celebration at [www.movember.com](http://www.movember.com).

Each host received a free Movember 'party in a box' to help promote and run their event. The pack includes campaign and men's health posters, donation boxes, style guides, pin sets, wristbands, stickers, and prizes from Movember's generous partners.

950 Mo Parties were held across the UK in 2009 at universities, in pubs and bars, across a variety of workplaces, in hospitals and research labs, police stations, fire stations, airports and schools.



**MORE THAN 3,300  
MO BROS AND SISTAS  
ATTENDED GALA  
PARTES ACROSS  
THE UK**







# PARTNERS

Each campaign, Movember partners with a number of corporations that are aligned with our brand and believe in our vision – to have an everlasting impact on the face of men's health. Movember's partners support the campaign with joint promotions, internal participation, great prizes, a cash contribution, and free services that help minimize our cost base.

We sincerely appreciate the support of our partners in helping to grow and groom the campaign.

## Major partners



## Supporting partners



For further information about The Foundation, please contact:

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