



MEDIA RELEASE
FRIDAY 6 MAY 2016

MAYEIGHT!!: THE DATE TO CATCH UP WITH A MATE

From the organisation who put the moustache back on the face of fashion, comes MAYEIGHT!!, a new men's health initiative.

The inaugural day, launched this year by the Movember Foundation, aims to improve the social networks of Aussie men by giving blokes the nudge to catch up with a mate. While this year's date falls on Mother's Day, the Foundation is encouraging men to also catch up with a friend, after they have made time for their mothers of course.

With 1 in 4 Australian men aged 30 to 65 admitting they have few or no social connections and one-third being unsatisfied with the quality of their friendships, the Foundation is encouraging blokes to get together on this day to touch base with their friends and increase their social connections.

Connecting with mates and talking about the stuff that matters, as well as stuff that doesn't, has a positive impact on mental health and can help protect against depression and poor mental health.

Adam Garone, CEO and co-founder of the Movember Foundation said that millions of Australian men are feeling isolated, which can lead to depression and, in some cases, even suicide.

"We know from research that men's social connections tend to drop off once they hit their 30s and we're often not great at making or keeping mates," said Garone.

With almost half of all Aussie men having a mental health problem at some point in their lives, the Movember Foundation is encouraging men to prioritise a catch up with a friend on Sunday May 8.

"There's good evidence that maintaining friendships helps men keep mentally healthy. We're launching MAYEIGHT!! to encourage blokes to make a date with a mate."

"It's a day reserved for men to catch up with their friends however they want – whether that's over a burger, a round of golf or watching the footy," added Garone.

Grill'd has also thrown their support behind the inaugural MAYEIGHT!! initiative, offering blokes 2-for-1 burgers on the day, encouraging them (for the first and only time) to talk with their mouths full.

Grill'd Founder, Simon Crowe, said the organisation stands behind the MAYEIGHT!! initiative as it recognises the importance of making sure our men are supporting one another.

"Grill'd places a real emphasis on community, and MAYEIGHT!! is a great chance for us to support men around Australia by providing an easy and accessible location for them to catch up with their mates," said Crowe.

Staying connected is key to all men being able to live happier, healthier and longer lives.

Visit mayeight.com for more information and Grill'd locations to get your man-date started.

CONTACT US

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ABOUT THE MOVEMBER FOUNDATION

The Movember Foundation is committed to driving awareness of men's health issues and strategically investing in key problem areas, helping men live happier, healthier and longer lives.

Since 2003, millions have joined the movement, raising \$680 million and funding more than 1,000 programs delivering breakthrough research and support services in 21 countries around the world. For more information of the Movember Foundation's programs and funding and to donate visit Movember.com.



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ACCOMPANYING QUOTES – CASE STUDIES

Fraser Nock, Melbourne

45 years

“I have a solid group of friends, and we really make an effort to connect regularly. It's grown over the years and now there's about 12-15 of us who catch up often, whether that's over golf or for a weekend away. We also do a fantasy football league which, sounds ridiculous, but helps us stay in touch as we'll talk about it throughout the week.”

“Most of us tend to recognise when someone in the group is low or going through something. We recently had a friend who split up with his girlfriend of 10 years, so we're all looking out for him and making sure he's ok.”

Chris Liberatore, Melbourne

30 years

“I've recently become a dad for the first time and now keeping in touch with my mates isn't so much of a priority. I also travel a lot for my work, so when I'm back home, I want to spend time with my wife and new son. I haven't kept in physical contact with my mates much in the last few months, so I can see how it can slip away from people.”

“At the moment, it's not a priority for me. I'd like to think that I'll get back to catching up with mates more regularly, but for now I really don't have the time.”

Philip Trowse, Melbourne

60 years

“As I've gotten older, I have noticed that I don't catch up with my friends quite as much as I would like to. My family is more important to me than my friends, so I prioritise seeing them.”

“I would like to see my friends more often, but I find that my work takes up most of my time, and I don't have a lot of energy left over for socialising. However, I do find that the friendships I have now are at a deeper level than previously. There's history there and I don't need to see them all the time in order to maintain that connection.”

Further case studies available on request.