



# PRESS KIT





# 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, longer lives.

Awareness and fundraising activities are run year-round by the foundation, with the annual Movember campaign in November being globally recognised for its fun, disruptive approach to fundraising

and getting men to take action for their health.

Since 2003, we've created a men's health movement of over 5 million supporters across the world. Through the moustaches grown and the conversations generated, we've helped fund 1,200 innovative men's health projects across more than 20 countries focusing on prostate cancer, testicular cancer, mental health and suicide prevention.



# THE HAIRY FACTS

## MEN'S HEALTH

**-4**

On average, Australian men die around four years earlier than women

**1 IN 2**

1 in 2 Australian men will be diagnosed with cancer by the age of 85

## SUICIDE PREVENTION

**15-44**  
YEARS

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

**6 MEN**  
EACH DAY

On average, nearly 6 men each day take their own life in Australia

## PROSTATE CANCER

**#1**

Prostate cancer is the most commonly diagnosed cancer in Australian men

**MORE THAN**  
**3,452**

More than 3,452 men with prostate cancer will die in Australia in 2018

## TESTICULAR CANCER

**20-34**  
YEARS

Testicular cancer is the most common cancer in this group

**MORE THAN**  
**15,000**

Australian men are living with a testicular cancer diagnosis



# HOW TO: GET INVOLVED

Stop men dying too young. Join the fight for men's health.

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

## 01 GROW

### WHAT

Grow a Mo, save a Bro

### HOW

Use your moustache to inspire donations and conversations

### WHEN

For the 30 days in the month formerly known as 'November'

## 02 MOVE

### WHAT

Get active for men's health

### HOW

Walk or run a total of 60kms

### WHEN

Anytime, anywhere, over the month of November

## 03 HOST

### WHAT

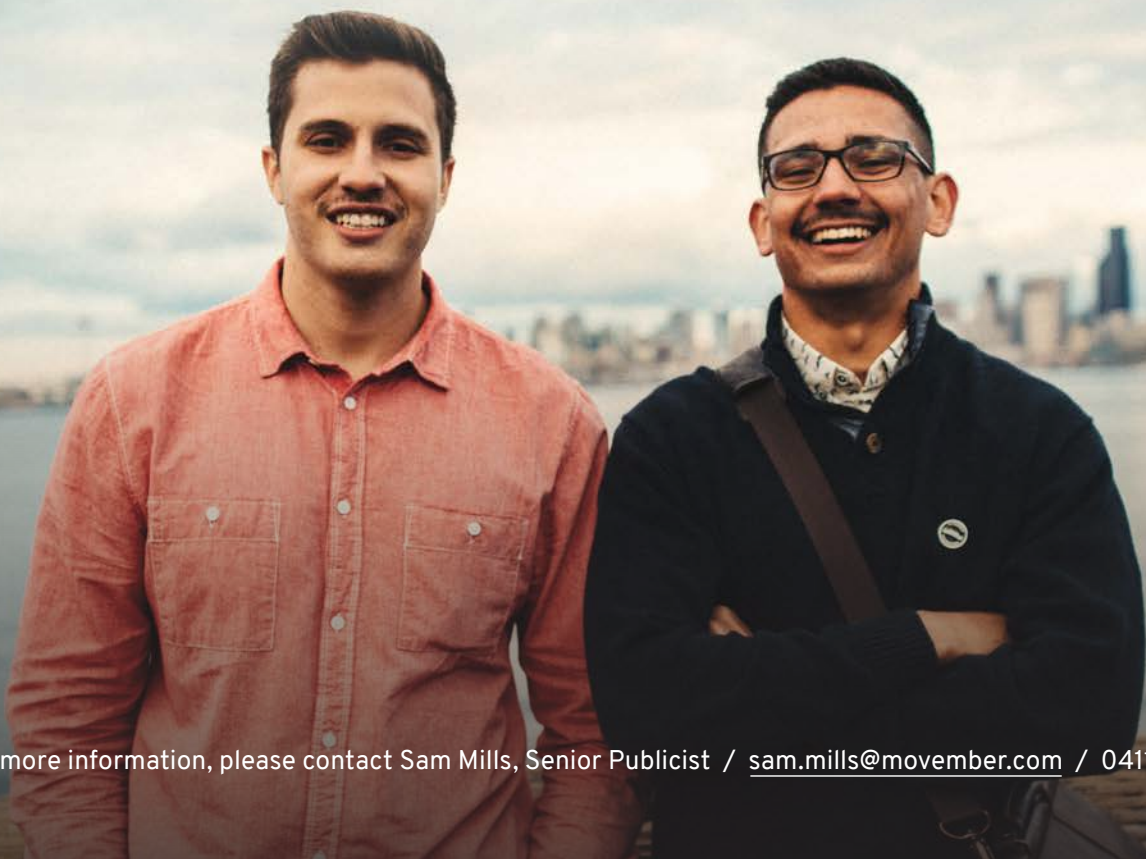
Host a Mo-ment

### HOW

Get together to raise funds (and raise the roof)

### WHEN

Anytime, anywhere, during the month of November





# WHERE YOUR MONEY GOES

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

We've funded more than 1,200 men's health projects across the globe.

These game-changing projects are positively challenging the way men's health issues are researched and addressed.

Through our year-round awareness and education programs, 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:

- Reducing the number of men dying prematurely by 25%
- Halving the number of deaths from prostate and testicular cancer
- Reducing the number of men taking their own lives, by 25%

## WE'LL DO THIS BY:

- Giving men the facts
- Changing behaviour for the better
- Creating services for men that work
- Funding breakthrough research





# SPOKESPEOPLE



**RACHEL CARR**

Country Director  
(Aus and NZ)



**SAM GLEDHILL**

Men's Health  
Program Manager



**PAUL VILLANTI (PV)**

Executive Director,  
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