



## PRESS RELEASE

FOR IMMEDIATE RELEASE - TUESDAY 22 October 2019

### MOVEMBER IS BACK FOR 2019

*Help change the face of men's health from 1<sup>st</sup> – 30<sup>th</sup> November*

**AUSTRALIA, Tuesday 22 October 2019:** This November, Movember returns with its annual month-long fundraiser challenging men across Australia to grow a moustache, raising awareness and funds for men's health issues.

Now in its 16th year in the Australia, Movember encourages millions of men around the world to embrace the moustache in all its glorious forms. The itchy one, the patchy one or even the lopsided one - they all help fight prostate cancer, testicular cancer and male suicide.

Whether men fly the flag solo or join up with friends, work colleagues, sports clubs, schools or universities, adding some hair to their upper lip drives awareness and generates funds for vital men's health issues.

To date, through moustaches grown, connections created, and conversations generated, Movember has proudly welcomed over six million supporters and helped fund 1,250 innovative men's health projects across 20 countries. But there is still plenty more to be done.

In Australia, the stats are shocking. **Nine men** die from prostate cancer every day, while across the country more than **200,000 men** are living with the disease<sup>1</sup>. On average, **six men in Australia** take their own lives every day and **three out of four suicides** are by men<sup>2</sup>, making it the biggest killer of males under 45. Testicular cancer is the most common cancer in young men, and although in most cases the outcome for men with the disease is positive, a 95% chance of survival is of no comfort to the **one in twenty** who won't make it<sup>3</sup>.

Mo Bros taking part in Movember should sign up at [movember.com](http://movember.com) and start with a clean-shaven face on Friday 1st November. After that, it's as simple as letting their moustache grow for the rest of the month. Those taking part can ask friends, family, or colleagues to back their Mo by donating. Funds will be invested in these key areas: prostate cancer, testicular cancer, mental health and suicide prevention.

But participants don't have to Grow to save a bro. Mo Sistas and those who aren't keen on sporting a moustache can simply Host an event to support the charity this year or Move. And it's certainly not restricted to ultra-athletes or hardened gym-goers. Move is simpler than that. Fundraisers just run or walk 60 kilometres over the month - that's 60 kilometres for the 60 men lost to suicide each hour, every hour around the world.

For those who love entertaining, they can take part by Hosting a fundraising event. Mo Bros and Mo Sistas can organise a trivia night, host a BBQ for friends and family, or even get a team together for a game of cricket or footy. Any type of event helps gather much-needed funds for men's health. Those keen to get involved could also set up a Shave Down – a group shave-off of facial hair to get the month started. It's the easiest way to start a conversation about men's health.

# CHANGING THE FACE OF MEN'S HEALTH



Movember is the leading charity dedicated to changing the face of men's health in Australia and around the world. The charity recognises that globally, men's health is in crisis. Men are dying four years earlier than women due to common health issues such as prostate cancer, testicular cancer, mental health and suicide. Movember aims to reduce the number of men dying too young by 25% by 2030.

## ENDS

### Tips for growing a Mo'

1. **Be prepared:** Aim for a style that will grace your face, but embrace the moustache that nature gives you, because whatever you grow will save a bro.
2. **Be brave:** The first few days, even weeks, can be uncomfortable as your Mo takes shape. Ride it out to encourage donations.
3. **Ignore the itching:** Remind yourself that men have endured worse in the past. You can stand a little face tickle.
4. **Shape your moustache:** Get across all the proper grooming techniques. A great Mo comes down to great grooming.
5. **Nurture it and keep it clean:** Look after your Mo, and your Mo will look after you.

**Press contacts:** If you would like more information or to set up an interview with an expert, celebrity ambassador or case study please contact the press team:

- Sam Mills, Senior Publicist, Movember/ [sam.mills@movember.com](mailto:sam.mills@movember.com) / 0411 241 475 (General media queries and ambassador interview requests)

**Movember media assets:** [Images](#) and [videos](#) are available to download from the [Movember media room](#).

### About Movember

Movember is the leading global men's health charity. The charity raises funds to deliver innovative, breakthrough research and support programs that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,250 projects focusing on prostate cancer, testicular cancer and suicide prevention. In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives.

The charity's vision is to have an everlasting impact on the face of men's health. To donate or learn more, please visit [Movember.com](https://www.movember.com).

### References

1. Australian Institute of Health and Welfare, available at: <https://www.aihw.gov.au/reports/cancer/cancer-in-australia-2019/contents/summary>
2. Australian Bureau of Statistics, available at: <https://www.abs.gov.au/ausstats/abs@.nsf/mf/3303.0>
3. Australian Institute of Health and Welfare, available at: <https://www.aihw.gov.au/reports/cancer/cancer-in-australia-2019/data>