



**MEDIA RELEASE**  
**1 NOVEMBER 2016**

## **THE DAWN OF NEW HOPE FOR AUSSIE MEN**

**AS THE SUN RISES ON THE FIRST OF THE MONTH, THE MOVEMBER FOUNDATION CALLS TO HELP STOP MEN DYING TOO YOUNG**



Today, 191 pairs of shoes lie on Bondi Beach symbolising the Aussie men who died by suicide this past month, and who we lose this way on average every month. As the sun rises on November, Sydney locals were witness to a powerful reminder that mental health doesn't discriminate by job, age, income, but does by gender. It also served as a metaphor that the nation can't bury its head in the sand on this national health crisis. The Movember Foundation is working to change the state of men's health by focusing on the areas they can have the most impact - prostate cancer, testicular cancer and suicide prevention.

Our fathers, brothers and friends face a health crisis that isn't being talked about:

- Suicide is the leading cause of death for Australian men aged 15-44 years
- On average, six men each day take their own life
- More than 3,300 Aussie men will die from prostate cancer in 2016
- 36 years old is the average age of a man diagnosed with testicular cancer

Rochelle Nicole, from Sydney, lost her good friend to suicide last year and said, "Until you spend a day in the shoes of someone who is suffering it's impossible to appreciate the challenges they're facing. Movember is a brilliant way to spread awareness of men's health, raising funds and getting blokes talking and being more open about mental or physical challenges they might be facing."



Too many men are dying too young; on average four years younger than women. Choose how you'll take action by joining the movement this Movember: grow your Mo, take the Move challenge and do something active, or host an event.

**Men: Grow a Mo, save a Bro**

The moustache is the Movember Foundation's ribbon for men's health. Use it to raise funds and stop men dying too young. Sign up to grow your moustache for 30 days. Want to take your Mo to the next level? Sacrifice your beard, auction off your face to the highest donor or dye your Mo a different colour every day, anything to attract attention and raise funds.

**Women: Move - get active for men's health**

Raise funds for men's health while you do something good for your own health. Sign up to set yourself a Move challenge. From the big (racing to the top of the tallest peak around, riding 300kms in 30 days) to the brave (facing the fear of learning how to swim) to the slightly outrageous (working out in costume or having an office dodgeball tournament). Move is all about pushing yourself to reach your personal best.

Adam Garone, Co-Founder of the Movember Foundation, said too many men are dying too young and before their time.

"The Movember Foundation is investing in projects that are having a real impact on the lives of men in Australia and around the world. By engaging with men where they are, and understanding what works best, we're helping make change happen sooner, before it's too late," said Mr Garone.

"While the state of men's health has come a long way since Movember started in 2003, there's still so much work to be done and we won't stop until men are living healthier, happier and longer lives," added Mr Garone.

The Movember Foundation wants our men alive, well and enjoying life.

With money raised, the Foundation has funded over 1,200 game-changing programs in prostate cancer, testicular cancer and suicide prevention around the world, whilst positively challenging the way in which men's health issues are researched and addressed.

Join the fight at [Movember.com](http://Movember.com) and sign up or donate to help stop men dying too young.

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**Notes for Editors:**

For more information and to arrange an interview with a Movember Foundation spokesperson, a Mo Bro or Mo Sista in your local area contact:

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**About the Movember Foundation:**

The Movember Foundation is the only charity tackling men's health on a global scale, year round. By 2030, we will reduce the number of men dying prematurely by 25%. The Foundation funds game-changing men's health projects. Millions have joined the movement, raising \$770 million to help us fund over 1,200 projects focusing on prostate cancer, testicular cancer, mental health and suicide prevention.

In addition, our awareness and education program is encouraging men to become more aware of their health, to talk about the big stuff in life, and take action when health issues arise. Our fathers, partners, brothers and friends face a health crisis that isn't being talked about. We can't afford to stay silent. We have one goal: to stop men dying too young.