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PRESS RELEASE

FOR IMMEDIATE RELEASE – November 20, 2019

10 DAYS TO MO: BOOK A SHOUT-OUT FROM YOUR FAVOURITE AUSSIE CELEBS TO SUPPORT MEN'S HEALTH

CAMEO LANDS DOWN UNDER

Aussie celebrities are the latest to embrace Cameo, a start-up that allows users to purchase personalised video messages from actors, athletes, comedians and musicians around the world.

Cameo offers custom-recorded videos from 20,000+ VIPs, including Snoop Dogg, Tony Hawk, and actors from Game of Thrones. The average cost of a video is \$60 USD, with an average of 2,000 orders placed per day.

Closer to home, more than 300 Aussie celebs are currently signed up with Cameo, from AFL legends, Olympians and comedians to MAFS contestants and YouTube influencers.

For the month of November, just by booking a shout-out through Cameo's '[Movember category](#)' you'll also be doing good, with part-proceeds from more than 45 celebrities – including Dipper, Mark Geyer, Charli Robinson, Billy Brownless, Christian Hull, Janet Roach and Mick Gould - donated to prostate cancer, testicular cancer, mental health and suicide prevention initiatives.

Movember APAC Country Director Rachel Carr said: “We are thrilled that such a large number of Aussie celebs, sport stars and personalities have jumped on board to support Movember this year through Cameo.

“Just by booking a shout-out for family and friends, you can contribute to men's health and help raise funds for prostate and testicular cancer, mental health issues and suicide prevention.”

Cameo's new Chief Marketing Officer and International GM, Stefan Heinrich, recently joined the company after running Global Marketing at TikTok and launching products at Google including YouTube's first paid subscription service. Heinrich said in a statement: “Cameo provides a distinct way for fans to engage with their favourite celebrities, and a unique opportunity for talent to grow their brand or even raise for a charity like Movember.”

“We are looking forward to helping local talent to connect with fans worldwide and give local customers access and the possibility to get attention from worldwide talent.”

CHANGING THE FACE OF MEN'S HEALTH

The Movember Group Pty LTD as Trustee for the Movember Foundation ABN 48 894 537 905

MOVEMBER®



In just over two years, Cameo has fulfilled more than 400,000 requests ranging from birthday gifts and motivational good luck messages to party invitations, marriage proposals, baby gender reveals and beyond.

ENDS

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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.