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## PRESS RELEASE

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# MOVEMBER'S SEND-UP OF THE TRADITIONAL CHARITY PSA IS DOWNRIGHT HILARIOUS

STEPHEN FRY, BEAR GRYLLS, NICOLE SCHERZINGER, STEPHEN MERCHANT, DAVID OYELOWO AND TAN FRANCE JOIN FORCES FOR MEN'S HEALTH IN 'FACIAL FACTS'

Watch on [YouTube here](#)

Did you know that the word moustache comes from the old Anglo-Saxon word meaning 'virile badger'? That a Mo is the most efficient way to keep the human body warm, and is even rumoured to repel bullets? Or, that when you shave your face, all the dead skin ends up in any food and drink within a 50 mile radius?

Before watching *Facial Hair Facts* - Movember's cheeky send-up of a traditional charity PSA - neither did we.

Throwing their considerable star power behind the men's health charity this year, the video features British comedian Stephen Fry, Stephen Merchant (*The Office*, *An Idiot Abroad*), Hollywood actor David Oyelowo, adventurer and survival expert Bear Grylls, *Queer Eye's* Tan France, and (fresh off a stint on *Australia's Got Talent*) former Pussycat Doll and self-confessed Mo fanatic, Nicole Scherzinger.

Having battled with a bipolar disorder and surviving prostate cancer himself, **Stephen Fry** is passionate about raising awareness for Movember's cause areas.

Fry said: "*Movember is something very close to my heart. I've been personally affected by two of their three main cause areas, so how could I not get involved and support their work? It's so important we talk about men's health issues, and growing a Mo is a great way to spark those conversations. History shows some of the most successful men in the world had moustaches - don't miss out on your chance to be one of them.*"

**Bear Grylls** said: "*Of all the things I've done in my career, taking the plunge and growing a moustache has resulted in the most response from folk around the world. Of course, in the wild, a hairy upper lip is an essential for warmth and stealth - so this Movember - join us and grow a mo. Because whatever you grow will save a bro.*"

**Stephen Merchant** said: "*The sexiest men who ever lived all have moustaches: Tom Selleck, Burt Reynolds, the Swedish chef from the Muppets. Feel sexy by growing a Mo this Movember, and help to change the face of men's health.*"

Movember Australia Country Director Rachel Carr said: "We are thrilled to have famous faces such as Stephen Fry, Tan France and Nicole Scherzinger championing the moustache and kick-starting a conversation about men's health.

# CHANGING THE FACE OF MEN'S HEALTH

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

MOVEMBER®



“Now in its 16th year in 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 – whatever you grow will save a bro.

“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 helps to fight prostate cancer, testicular cancer and male suicide.”

In Australia, the stats are shocking. This year, 3,300 men will die of prostate cancer, while more than 200,000 are living with the disease. Six men a day take their own lives and three out of four suicides are by men. Testicular cancer is the most common cancer in young men.

Mo Bros planning to take part in Movember should sign up at [movember.com/facts](http://movember.com/facts) and start with a cleanly shaven face on **Friday 1<sup>st</sup> 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.

You don’t have to Grow to save a bro, anyone can get their mates together and **Host** an event this Movember. It’s as easy as getting people together for backyard cricket, a group shave-off of facial hair, a BBQ dinner or a movie night. You can also now walk or run for men’s health with **Move**. Commit to walking or running 60kms over the month. That’s 60kms for the 60 men we lose each hour, every hour to suicide.

- 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 contact

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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](http://Movember.com).