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PRESS RELEASE

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‘Whatever you grow will save a bro’ this Movember

Inclusive campaign from men’s health charity highlights that all moustaches raise awareness and funds to help save lives

Leading global men’s health charity Movember launches its 2019 campaign, ‘Whatever You Grow Will Save A Bro’ to encourage all men to help raise awareness and funds whoever they are, and no matter the type or size of moustache they can achieve.

This year’s campaign, from UK-based creative agency [MATTA](#), features everyday Aussie ‘Mo Bros’ including testicular cancer survivor [Harvee Pene](#), prostate cancer survivor Charlie Jia and mental health advocate Nathan Appo, and includes a new TV advert voiced by comedian and TV personality Dave Lawson. Watch the ad [here](#).

59-year-old Queenslander Charlie Jia said he was honoured to be chosen to represent the moustache as one of the Aussie ‘faces of Movember’ in 2019. Charlie has been sprouting a Mo for over a decade, and is this year hoping to bring his fundraising total to more than \$10,000.

“It’s amazing to see so many different faces from all over the world featured in the Movember campaign this year,” he said. “As well as being a lot of fun to shoot and highlighting that anyone can grow a Mo, ‘Whatever You Grow Will Save a Bro’ has put Indigenous men’s health front and centre. It also shows that background, colour and beliefs don’t matter, because prostate cancer, testicular cancer and mental health issues won’t discriminate.”

Movember’s Chief Marketing Officer, Juliette Smith, said: ‘Whatever You Grow Will Save A Bro’ arose from the insight that some men want to support the charity but feel embarrassed by their facial hair, or its perceived inadequacy. It also nods to the fact that the landscape of male grooming has changed, where the ask for many is no longer ‘grow a moustache’ but increasingly more often ‘shave your beard’, adding another layer of vulnerability for the grower.

“The campaign aims to dispel these anxieties, demonstrating the ultimate importance of Movember; that the wider awareness of our charity and its causes; prostate cancer, testicular cancer and mental health, can change lives for better.”

MATTA’s Design and Production Director, Tom Allwood, said: “Movember is so important in raising often un-talked about issues among men. We found a way of bringing people together from all backgrounds, showing that we’re all unique, but focusing throughout on the integral message of the movement.”

‘Whatever You Grow Will Save A Bro’ debuts this October on Movember’s global reaching social network and commercial radio and TV networks nationally.

CHANGING THE FACE OF MEN’S HEALTH

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

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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

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Notes to Editors

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.

About MATTA

[MATTA](#) is a young dynamic creative agency focusing its work on sport, health and lifestyle. Clients include ATP, Umbro, and Cricket World Cup 2019. Founded by three directors and with their brand strategy informed by FMCG backgrounds, the creative team consistently develops campaigns and branding that are not only compelling but also enduring.

The agency has grown rapidly since starting out three years ago. Most recently it was awarded Young agency of the Year at the BT Sport Industry Awards 2019. Recent campaigns by the agency include: Are You In? - for the ICC Cricket World Cup 2019. Red Roses - a brand identity for the England Women's Rugby Team, to challenge pre-conceptions of the sport and allow re-appraisal of the team as an entertainment product for both rugby fans and sporty families and Love It All - ATP - a global campaign to encapsulate the excitement and flair of the ATP Tour.