



MEDIA RELEASE

More Mo's for your buck this Movember

Movember encourages people to support their local Mo Bros and Mo Sistas ahead of the final weekend of this year's campaign

- 19% increase* in Mo Bros and Mo Sistas participating in Movember 2019
- 29% increase in Mo's grown throughout the month
- 47% increase in Mo Bros and Mo Sistas moving

Thursday November 28, 2019 – As Mo Bros around the country prepare to say farewell to their moustaches on Saturday, Movember is urging friends, families, workmates and communities to show their support for men's health ahead of the final weekend.

Almost 100,000 Mo Bros and Mo Sistas have registered with Movember in 2019 to raise funds and awareness for prostate cancer, testicular cancer, mental health and suicide prevention.

It's been an even hairier Movember than last year, 29% hairier to be precise. As the razor comes down on the final day of Movember 2019 this Saturday, Movember has revealed that an estimated 618km of moustache hair has been grown by over 81,000 Mo growers around Australia. That's about the same as the distance between Brisbane and Newcastle!

Movember Country Director Rachel Carr welcomed this year's huge effort from the Australian Movember community, "Everyone who participates in Movember is inspiring donations, conversations and real change. We salute everyone who has got involved this year by growing a mo, walking or running 60k for men's health or hosting an event."

This year about 19,000 Australians of all ages opted to Move for Movember, committing to walk or run 60km over the month – that's 47% more than last year. Together these fundraisers will have walked, jogged, run and sprinted over 1.2 million km during the month.

Ms Carr added: "Now is the time to celebrate the efforts of local Mo Bros and Mo Sistas around the country. If you haven't yet, show your them your support: compliment the Mo's, give them a pat on the back and help our Mo Bros and Mo Sistas reach their fundraising goals ahead of the weekend."

Over 5,000 Movember events are taking place in communities around Australia to raise money for Movember, many of them on this final weekend. To find out about events taking place in your area visit Movember.com/events

CHANGING THE FACE OF MEN'S HEALTH



To make a donation before the end of the month visit [Movember.com/donate](https://movember.com/donate)

-ENDS-

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References

*All comparison figures are based on contrasting 2019 and 2018 figures using the same dates.

The state of men's health:

Throughout the month Mo Bros and Mo Sistas become walking, talking billboards, sparking conversations and raising critical funds that support breakthrough men's health projects, with the goal of changing the face of men's health.

- Men die on average 6 years earlier than women globally for largely preventable reasons
- Each year, more than 19,500 Australian men are diagnosed with prostate cancer
- Each year, more than 3,300 Australian men die from prostate cancer
- More than 2,300 Australian men die by suicide each year
- 3 out of 4 suicides in Australia are men

The work Movember funds

Movember is uniquely placed to address the men's health crisis on a global scale. We fund ground-breaking projects all over the world, engaging men where they are to understand what works best and accelerate change. We prioritise funding for the three biggest health issues facing men: prostate cancer, testicular cancer, mental health and suicide prevention. See more information on the work we fund [here](#).

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://movember.com).