



WELLPLAYED, MAYEIGHT!!

Aussie gamers look to match up with new mates for Movember Foundation's MAYEIGHT campaign

PRESS RELEASE, Australia: 1 May, 2019 - Whether you're a newbie, an experienced player or a pro, you can find like-minded gamers to join your squad when the WellPlayed Project hosts the next in its series of 'matchmaking' gaming events next month.

On Wednesday May 8 from 7 – 9pm (AEST), the WellPlayed crew will kick off the third event in a series to run throughout 2019. Play *Apex Legends* – a battle royale shooter where legendary characters with powerful abilities team up to battle for fame & fortune - either at home or through a booking at Zen Gaming Lounge Melbourne or the new QUT e-Sports Arena (Brisbane).

The WellPlayed Project links up Aussie gamers based on their preferred playstyle, with the aim of helping guys develop new friendships, both online and offline.

By hosting an event on May 8, they will be supporting MAYEIGHT!! - an initiative led by Aussie-grown men's health charity the Movember Foundation, which encourages blokes to take part in their annual official day of mateship.

In the spirit of social connectedness, the MAYEIGHT!! event is urging gamers to invite someone who hasn't attended a WellPlayed event before to join their squad. The first 10 people to sign up and invite a mate will receive a Valve Family and Friends Game Key.

This MAYEIGHT!!, WellPlayed and Movember are encouraging guys to take their mateship to the next level with these three simple steps:

1. **Step up** - Reach out to your mates. There's probably one who needs you.
2. **Catch up** - Get together. There's no time like the most Aussie day of the year.
3. **Speak up** - Sense something's up? Now's your chance to let them know you're there.

Dr Daniel Johnson, Director of QUT Games Research Lab said: "We had really positive feedback from the attendees of our last event and we're really excited to build on that momentum as part of Movember's MAYEIGHT!! campaign.

"If you haven't reached out to a mate for a while, this is the perfect opportunity – we make it easy to invite friends onto your squad, you get to hang out while playing video games and there's a chance to win great prizes."

Brendan Maher, Global Director of Mental Health & Suicide Prevention at the Movember Foundation said: "It's not just older men who are at risk of becoming socially isolated or lonely. Even young men – who on the surface may appear to be more connected – can struggle to maintain relationships with their mates.

"There's a high chance you have a mate who is feeling lonely or isolated, but isn't letting on that he's struggling. This May 8, we're urging men to step up, put some solid plans in the diary and set themselves the challenge of talking about the stuff that really matters."

WellPlayed Event Details - Weds May 8, 7-9pm (AEST), *don't forget to adjust for time zone*
Event info and registration: wellplayedproject.com/event



For further insights on the game or to brush up your existing skills, a QUT eSports coach will also be streaming an Apex Legends game tutorial immediately before the event.

Movember Ambassador and gamer Reece McDowall will also be kicking off the event and live streaming his squad's gameplay on [twitch.tv/rdiddyau](https://www.twitch.tv/rdiddyau)

After the event, share your favourite squad moment on the [WellPlayed Project Facebook](#) page for a chance to win some awesome prizes. Every time you join a WellPlayed online event in 2019 you'll also go in the draw to win an XBOX One X or PlayStation 4 Pro console.

Established by the Queensland University of Technology (QUT) Games Research Lab, the WellPlayed Project is funded through the Movember Foundation's Social Innovators Challenge, a \$5.6 million investment grant for outside-the-box projects aimed at strengthening social connections for men from all walks of life.

For more information on starting important conversations with your mates, visit movember.com

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About the Movember Foundation the Movember Foundation is the leading charity dedicated to changing the face of men's health around the world. With a singular goal to stop men dying too young, the foundation supports the following causes: prostate cancer, testicular cancer, mental health and suicide prevention. Since 2003, the support of more than 5 million participants has funded over 1,200 innovative projects across more than 20 countries. To donate or learn more, please visit movember.com