



PRESS KIT



ABOUT THE MOVEMBER FOUNDATION

Men's health is in trouble.

All around the world, fathers, brothers and friends face a health crisis that isn't being talked about.

Men are dying too young, before their time and for no good reason.

The Movember Foundation is the only global charity focused solely on men's health. We raise funds that deliver innovative, breakthrough research and support programs to enable men to live happier, healthier, longer lives.

Awareness and fundraising activities are run year-round by the foundation, with the annual Movember campaign in November being globally recognised for its fun, disruptive approach to fundraising

and getting men to take action for their health.

Since 2003, we've created a men's health movement of over 5 million supporters across the world. Through the moustaches grown and the conversations generated, we've helped fund 1,200 innovative men's health projects across more than 20 countries focusing on prostate cancer, testicular cancer, mental health and suicide prevention.



THE HAIRY FACTS

MEN'S HEALTH

-5

On average, men die
five years earlier than
women in the U.S.

SUICIDE PREVENTION

3 IN 4

3 in 4 suicides
are men in the U.S.

**MORE THAN
34,000+**

More than 34,000 men
die by suicide each
year in the U.S.

PROSTATE CANCER

2ND

Prostate cancer is the 2nd
most common cancer
in men in the U.S

1 IN 9

1 in 9 men will be
diagnosed with prostate
cancer in their lifetime
in the U.S.

TESTICULAR CANCER

**YOUNG
MEN**

Testicular cancer is the
most common cancer in
young men

250,000+

More than 250,000 men are
estimated to be living with a
testicular cancer diagnosis
in the U.S.

HOW TO: GET INVOLVED

Stop men dying too young.
There are three ways to get involved in
Movember and support men's health:

01 GROW

WHAT

Grow a Mo, save a Bro

HOW

Use your moustache
to inspire donations and
conversations

WHEN

For the 30 days in the
month formerly known
as 'November'

02 MOVE

WHAT

Get active for men's health

HOW

Walk or run a total
of 60 miles

WHEN

Anytime, anywhere,
over the month of
Movember

03 HOST

WHAT

Host a Mo-ment

HOW

Get together to raise
funds (and raise the roof)

WHEN

Anytime, anywhere,
during the month
of Movember



For more information, please contact Fox Deatry, US Head of PR / fox@movember.com / 310 739 5117

WHERE YOUR MONEY GOES

Everything we do is to stop men dying too young and help them live happier, healthier, longer lives.

We've funded more than 1,200 men's health projects across the globe.

These game-changing projects are positively challenging the way men's health issues are researched and addressed.

Through our year-round awareness and education programs, we encourage men to become more aware of their health, talk more with their friends and be more active – improving their health and wellbeing.

BY 2030, WE'VE COMMITTED TO:

- Reducing the number of men dying prematurely by 25%
- Halving the number of deaths from prostate and testicular cancer
- Reducing the number of men taking their own lives, by 25%

WE'LL DO THIS BY:

- Giving men the facts
- Changing behaviour for the better
- Creating services for men that work
- Funding breakthrough research

FOR MORE INFORMATION,
PLEASE CONTACT:

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