




MOVEMBER®

PRESS KIT



Men's health is in crisis. Globally, men die on average 4.5 years earlier than women, and for reasons that are largely preventable.

As the leading charity tackling men's mental health and suicide prevention, prostate cancer and testicular cancer on a global scale, Movember is making change happen.

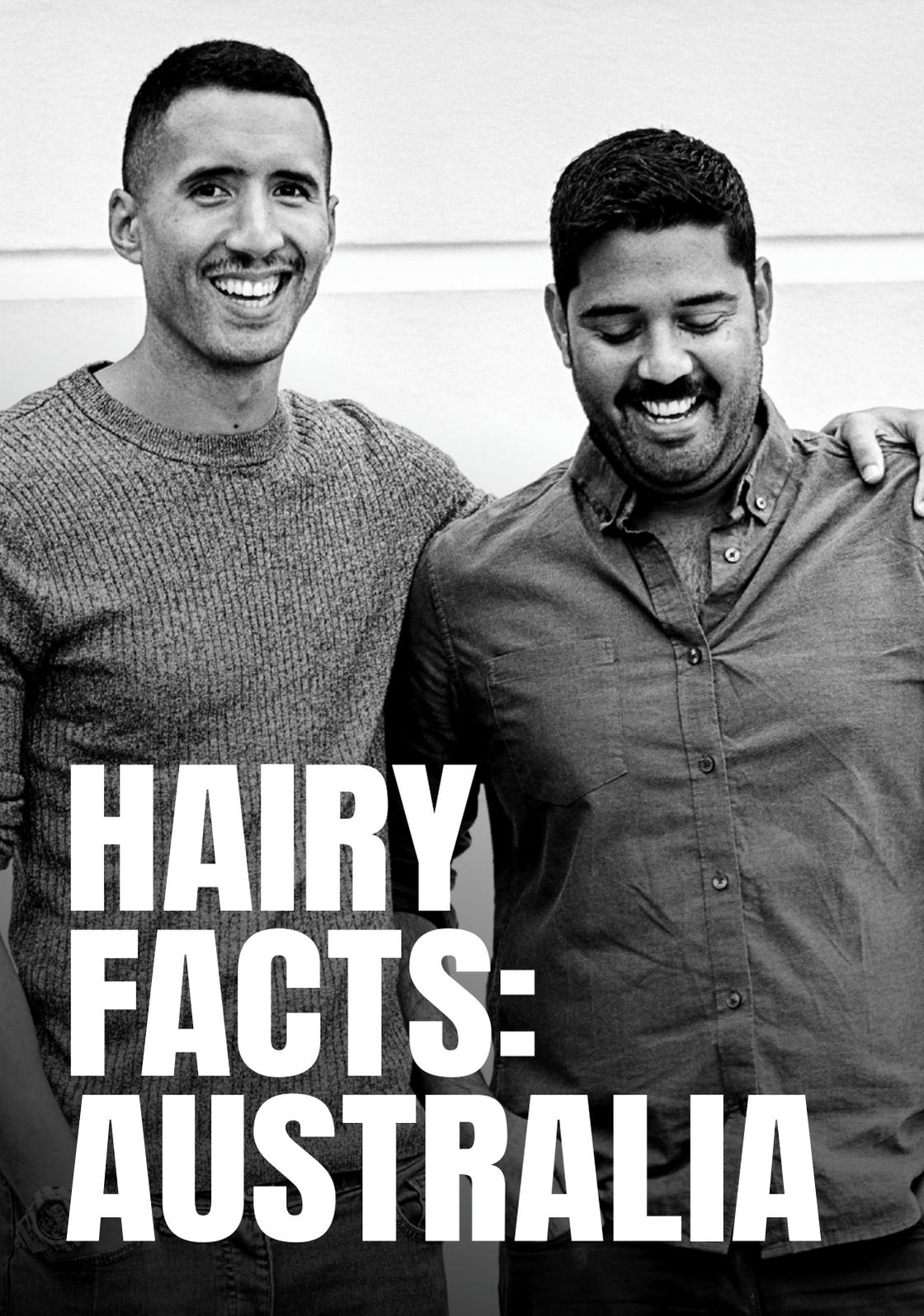
In our mission to stop men dying too young, Movember funds groundbreaking health projects – 1,250 and counting – uniting experts from all over the world to accelerate research, progress and change.

Year-round, we're hard at work raising funds and awareness, culminating in our month-long annual moustache-growing event in the month formerly known as November. The month of Movember is globally recognised for its fun, disruptive approach to fundraising and the unique ways it prompts men to take action for their health.

Since 2003, more than 6 million people across 21 countries have joined our global men's health movement, helping men across the world live happier, healthier, longer lives.

**WHATEVER
YOU GROW
WILL SAVE
A BRO**





HAIRY FACTS: AUSTRALIA

MEN'S HEALTH

-4

On average, Australian men die four years earlier than women.

SUICIDE PREVENTION

44 YRS

Suicide is the leading cause of premature death for men. Men who died by suicide had a median age at death of 44.

**6 MEN
EACH DAY**

Over 6 men die by suicide each day.

PROSTATE CANCER

1 IN 5

Men will be diagnosed with prostate cancer in their lifetime.

70,386

The number of men diagnosed with prostate cancer in the past five years who are now living with or beyond the disease.

#1

Prostate cancer is the most commonly diagnosed cancer in Aussie men.

TESTICULAR CANCER

15-34 YRS

Testicular cancer is the most common cancer in young men.

4,279

The number of men diagnosed with testicular cancer in the past five years, who are now living with or beyond the disease.

You've spent the last few moustache seasons growing it in the safety of your home, it's been the 'Undercover One'. But friends, we no longer have to hide it. Take it to the streets, the office, the pubs, the clubs. From the first day of the month, 'til the last. Use your face to start conversations and help spark change here in Australia and around the world. Every whisker, drop of sweat, and get-together counts. If you can't Grow a Mo, fear not, there are plenty of ways to get involved. It's all about havin' fun and doin' good for men's health.



GROW A MO

The Wispy One, the Patchy One, the Oddly Sexy One, the Filthy One...even the worst moustaches start the best conversations. Use your face to help raise funds and awareness for men's health. Whatever you Grow will save a bro.

MAKE A MOVE

Move this Movember by running or walking 60km over the month. That's 60km for the 60 men we lose to suicide, each hour, every hour across the world. Do it as a team with mates, colleagues, family, or go solo.

HOST A MO-MENT

Rally a crew and do something fun. Hosting is all about having a good time for a good cause. Throw a dinner party, trivia night, Bingo tournament... the sky is the limit. In-person events are back baby, it's time to celebrate.

MO YOUR OWN WAY

A choose-your-own-adventure challenge, epic in scope and scale. You set the limits and chase them down. Take a hike, run a relay, ride the distance from Wollongong to Wagga Wagga. Get creative, push your limits and inspire donations with sheer grit. Mo Your Own Way means you make the rules.

HOW TO GET INVOLVED



Together, we have the power to change the world

A growing number of men (around 10.8 million globally) are facing life with a prostate cancer diagnosis. Globally, testicular cancer is the most common cancer among young men. And across the world, one man dies by suicide every minute of every day, with males accounting for 69% of all suicides.

Movember is uniquely placed to address this crisis on a global scale. We fund ground-breaking projects all over the world, uniting global experts to collaborate on projects that will fundamentally change the way men in need are treated and supported. Helping them live happier, healthier lives.

To ensure our impact is significant, far-reaching, and long-lasting, we prioritise funding for the three biggest health issues facing men today: mental health and suicide prevention, prostate cancer, and testicular cancer.

Thanks to the hairy efforts of our Movember community, we've been able to fund more than 1,250 men's health projects worldwide. Delivering innovative, breakthrough research and support programmes to millions of people around the globe. Here are a few examples of Movember-funded men's health projects that are changing and saving lives.

WHERE THE MONEY GOES

MENTAL HEALTH

Family Man

Family Man is a free, online parenting program designed by experts with dads in mind. The interactive website uses evidence-based strategies to help men tackle the often hair-tearing moments of being a parent.

By equipping men with practical tools to deal with parenting's ups and downs, Family Man aims to increase their confidence as a parent. With practice and consistency, research shows Family Man results in less-stressed parents, and a more peaceful home environment where teamwork, quality time and good mental health thrive.

familyman.movember.com

PROSTATE CANCER

True North

An information-rich online resource, True North's mission is to transform how men living with and beyond prostate cancer receive care, make informed decisions and manage symptoms to improve their quality of life and health outcomes. The innovative website aims to achieve this by providing straight-shooting information, access to useful digital resources, facilitating connections to helpful tools and services, and offering reliable, relevant and accessible support and guidance for men, and their partners and/or caregivers.

truenorth.movember.co

MENTAL HEALTH

Ahead of the Game

Ahead of the Game uses sport to teach young players, parents and coaches how to talk about mental health. The program shows participants how to spot the signs of mental health issues, what to do and when to get support. Kids learn how to build resilience and overcome challenges in sport and life, setting them up with the skills to look after their mental wellbeing now and into the future.

aheadofthegame.org.au

TESTICULAR CANCER

Nuts & Bolts

For young guys diagnosed with testicular cancer, life changes a lot, and it changes fast. Nuts & Bolts is designed to help these guys feel like they've still got their feet on ground. A relevant, reliable, straight-talking source of information to ease uncertainty and equip men with what they need to feel calm and informed. Nuts & Bolts' mission is to ensure every guy going through testicular cancer knows they're not alone, and that they have every chance of getting back to living a happy, healthy and long life.

nutsandbolts.movember.com

To learn more about the global impact of Movember's men's health projects,
impact.movember.com.



CONTACT US

If you've got questions,
we've got answers.
We're always here to help.

Kristy Ward

PR & Communications Manager
kristy.ward@movember.com

Thrive

PR Agency
movember@thrivepr.com.au

For a full list of Movember
spokespeople and ambassadors
available for interview, please
visit the [Media Room](#).

