



  
**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 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.

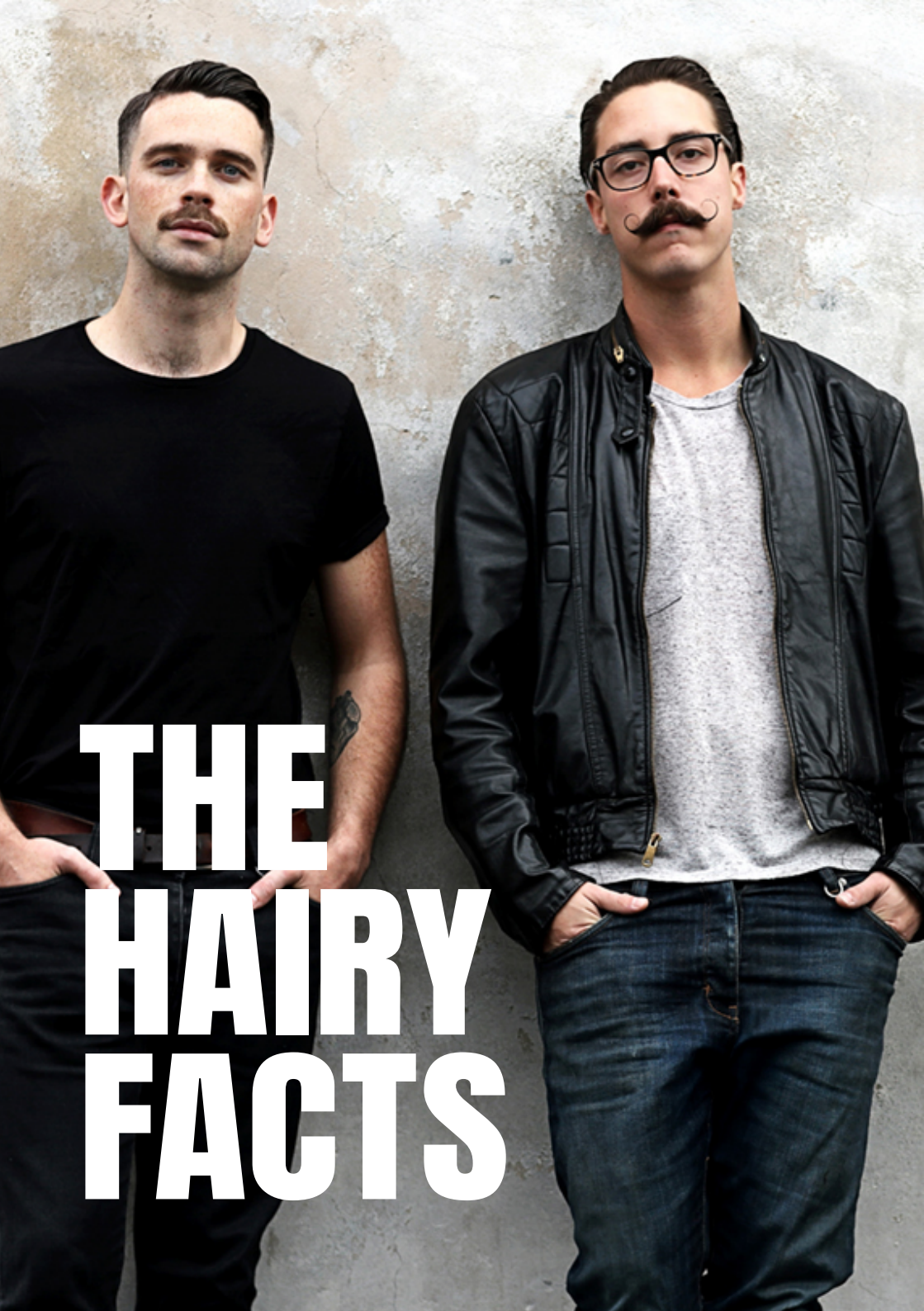
Year-round, we're hard at work raising funds and awareness,

culminating in our month-long annual moustache-growing event in the month formerly known as November. The month of November is globally recognized for its fun, disruptive approach to fundraising and the unique ways it prompts men to take action for their health.

Since 2003, more than six million Mo Bros and Mo Sisters across 20 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**





# THE HAIRY FACTS

## MEN'S HEALTH

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**-4**

On average, men die four years earlier than women in Canada.

## PROSTATE CANCER

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**1 IN 8**

In Canada, 1 in 9 men will be diagnosed with prostate cancer in their lifetime.

**MORE THAN 4,000**

Each year more than 4,000 men die from prostate cancer in Canada.

## TESTICULAR CANCER

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**YOUNG MEN**

Testicular cancer is the most common cancer in young Canadian men.

## SUICIDE PREVENTION

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**15-44 YEARS**

Suicide is the second leading cause of death among Canadian men aged 15-44 years.

**75%**

In Canada, 3 in 4 suicides are men.

It's that time of year again. Movember - the month dedicated to having fun while doing good. Every whisker, drop of sweat and get-together counts. If you can't Grow a Mo, fear not, there's more than one way to get involved in the global movement.



## GROW A MO

Upper lip at the ready? Great news. Trucker, Regent, Connoisseur or Wisp - no matter your Mo's shape or style this Movember, your face will raise funds and awareness for men's health.

## MAKE A MOVE

Move this Movember by running or walking 60kms over the month. That's 60 km for the 60 men we lose to suicide, each hour, every hour across the world. Do it as a team 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. And you can always put a virtual spin on your plans. The best part?

Virtual events are easy to organize, cheap to run and you can go in your slippers. Think an online gaming tournament, Mo Bingo or a virtual trivia night.



# HOW TO GET INVOLVED



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

We've funded 1,250 (and counting) men's health projects across 20 countries, ranging from [True North Prostate Cancer](#), which helps men regain control, confidence and quality of life during and after treatment, to game-changing grassroots mental health projects.

Movember is one of the largest non-government investors in research and quality-of-life initiatives for men that impact the global population.

Now that's something.

**WHERE  
YOUR  
MONEY  
GOES**

**TOGETHER, WE HAVE THE  
POWER TO CHANGE THE WORLD.**

You've spent the last two Movembers showing your Mo off in the safety of your own home – twisting, pulling, flashing it during yet another zoom call. BUT we no longer have to hide it away. This Movember, your support will help us spark change in Canada and around the world, as we take on mental health and suicide prevention, prostate cancer, and testicular Canada.

We know men are struggling, and they need us more than ever. Now's the time to make a stand – for our fathers, partners, brothers, sons, and friends.

With money raised by our community here in Canada, Movember can continue to deliver lifechanging projects and campaigns, continuing to raise awareness for some of the most significant issues impacting men's health and helping our community live happier, healthier, longer lives.

**Movember's work  
has never been more  
important. Let's do it  
for the men in our lives.**





## **CONTACT US**

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

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For a full list of Movember  
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[Media Room.](#)

