



PRESS KIT



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

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 20 countries have joined our global men's health movement, helping men across the world live happier, healthier, longer lives.

LET'S CHANGE THE FACE OF MEN'S HEALTH





UK'S HAIRY FACTS

MEN'S HEALTH

-3.6

On average, men are dying 3.6 years earlier than women.

SUICIDE PREVENTION

#1

Suicide is the leading cause of death among men aged 20-34.

3,686

In 2020, the UK lost 3,686 men to suicide – that's 10 men every day.

TESTICULAR CANCER

YOUNG MEN

Testicular cancer is the most common cancer in young men.

11,681

Men have been diagnosed with testicular cancer in the past 5 years, and are now living with or beyond the disease.

PROSTATE CANCER

56,000+

In 2020, over 56,000 men were diagnosed with prostate cancer – that's almost 156 men a day.

**MOST
COMMON**

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

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 face-deep in the 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 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 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 organise, cheap to run and you can go in your slippers. Think an online gaming tournament, Mo Bingo or a virtual trivia night.

MO YOUR OWN WAY

A choose-your-own-adventure challenge epic in scope and scale. Ride the distance from London to Leeds. Tackle a mammoth team workout with mates. Slog out a rowing machine marathon. Think big and go bigger. Mo Your Own Way means you make the rules. The donations you inspire will help fund lifesaving men's health projects.

HOW TO GET INVOLVED



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

We invest in country- and culture-specific health projects and collaborate on game-changing solutions to address the men's health crisis. Uniting the best researchers and sharpest minds, each groundbreaking project exists to help men live happier, healthier, longer lives.

None of it would be possible without the donations of our legendary supporters. Here are a few examples of Movember-funded men's health projects that are changing and saving lives.

WHERE THE MONEY GOES

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. Players 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.uk

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: Men Like Me

As part of True North, Men Like Me is a free online tool to help men with prostate cancer understand what's normal after diagnosis and treatment. Drawing on data from 35,000 men in the UK, the tool uses a questionnaire to help men compare their experiences with others who've been on a similar journey. The questionnaire (which takes less than 30 seconds to complete) 'unlocks' a wealth of personalised information and insights to help educate and guide the user towards taking action.

truenorth.movember.com/MLM

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.

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