

A man with a mustache and sunglasses, wearing a dark blue suit, stands against a light background. The text "MADE IN MOVEMBER" is overlaid in large white letters, with "UNITED KINGDOM" in smaller white letters below it.

**MADE  
IN  
MOVEMBER**  
**UNITED KINGDOM**

# MADE IN MOVEMBER

## GETTING IT GROWN



THE MOVEMBER FOUNDATION IS THE LEADING GLOBAL ORGANISATION COMMITTED TO CHANGING THE FACE OF MEN'S HEALTH. WE ACHIEVE THIS BY CHALLENGING MEN TO GROW MOUSTACHES DURING MOVEMBER (THE MONTH FORMERLY KNOWN AS NOVEMBER) TO SPARK CONVERSATION AND RAISE FUNDS FOR PROSTATE CANCER, TESTICULAR CANCER AND MENTAL HEALTH PROBLEMS.

SINCE 2003 THE MOVEMBER COMMUNITY HAS RAISED OVER £345 MILLION AND HAS FUNDED MORE THAN 800 PROGRAMMES, IN 21 COUNTRIES. THIS WORK IS SAVING AND IMPROVING THE LIVES OF MEN AFFECTED BY PROSTATE CANCER, TESTICULAR CANCER AND MENTAL HEALTH PROBLEMS.

FOR MORE INFORMATION  
ABOUT THE ORGANISATION VISIT

[MOVEMBER.COM](http://MOVEMBER.COM)

FOR INQUIRIES  
PLEASE CONTACT

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THE GLOBAL  
MEN'S HEALTH  
CHARITY,  
MOVEMBER,  
IS BACK TO  
CHANGE THE  
FACE OF  
MEN'S HEALTH

**UNITED KINGDOM – MOVEMBER 2014**

The [Movember Foundation](#) is the leading global organisation committed to changing the face of men's health. We achieve this by challenging men to grow moustaches during Movember (the month formerly known as November) to spark conversation and raise funds for prostate cancer, testicular cancer and mental health problems.

Since Movember's humble beginnings in 2003 in Melbourne, Australia when 30 men grew moustaches, Movember has become a truly global movement, inspiring more than 4 million men and women to participate across 21 countries. The Movember community has raised over £345 million, and has funded more than [800 programmes](#) to date. This work is saving and improving the lives of men affected by prostate cancer, testicular cancer and mental health problems.

Men and women [SIGN UP AT MOVEMBER.COM](#) to grow or support the moustache. Men start November 1st clean-shaven and grow their moustache for 30 days, getting friends, family and colleagues to donate to their moustache-growing efforts.

Men with their new moustaches (also known as Mo Bros) become walking, talking billboards. Similar to a run or walk for charity, they use their hairy ribbon to spark conversations around the often ignored issue of men's health and seek to raise funds to support the work of the Movember Foundation.

Movember's not just for men. Women who support men's health, known as Mo Sistas, are an important part of Movember's success. They [get involved](#) in the same way as men, except they don't need to grow a moustache. They sign up at [Movember.com](#), start a team, recruit the men in their lives to participate, donate, fundraise, plan and participate in events. Most importantly they rally the men they know to join the movement, grow moustaches and have important conversations about men's health.

“Our vision is to have an everlasting impact on men's health, and the Movember moustache puts a fun twist on this serious issue. We encourage Mo Bros and Mo Sistas to sign up at [Movember.com](#), grow and support awesome moustaches, and raise crucial awareness and funds to address the most pressing issues in prostate cancer, testicular cancer and men's mental health,” said Sarah Coghlan, UK Country Director for Movember. “We look forward to seeing our communities having open conversations with friends, family and colleagues about their health in 2014, and making it the hairiest Movember yet!”

Meaningful strides have been taken toward achieving our goals, but there is more work to be done. Each of the causes we support remains in desperate need of further funding, and continue to be issues that men are often uncomfortable discussing. We're committed to raising vital funds and awareness to improve the lives of men and their families. Sign up at [movember.com](#) to join the movement and have an everlasting impact on the face of men's health.

MOVEMBER IS FULLY ACCREDITED BY THE BETTER BUSINESS BUREAU, AND FOR THE PAST TWO YEARS, HAS BEEN NAMED A TOP 100 BEST NGO BY THE GLOBAL JOURNAL. FOR MORE INFORMATION PLEASE VISIT [MOVEMBER.COM](#)

MOVEMBER IS A REGISTERED CHARITY  
NO. 1137948 (ENGLAND/WALES)  
SCO41981 (SCOTLAND)

**FOR MORE INFORMATION ON  
MOVEMBER, PLEASE VISIT  
[MOVEMBER.COM/ABOUT](#)**



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**WHO**  
THE MOVEMBER FOUNDATION IS THE LEADING GLOBAL ORGANISATION COMMITTED TO CHANGING THE FACE OF MEN'S HEALTH. WE ACHIEVE THIS BY CHALLENGING MEN TO GROW MOUSTACHES DURING MOVEMBER (THE MONTH FORMERLY KNOWN AS NOVEMBER) TO SPARK CONVERSATION AND RAISE FUNDS FOR PROSTATE CANCER, TESTICULAR CANCER AND MENTAL HEALTH PROBLEMS.

**WHEN**  
Movember started in Melbourne, Australia in 2003. It is now seen around the globe every November 1st - 30th, with campaigns in 21 countries.

**WHY**  
To create conversations about men's health and to find breakthrough solutions that produce tangible improvements in the lives of those dealing with prostate cancer, testicular cancer and mental health problems.

**HOW**  
Mo Bros (guys who grow a Mo) sign up online. Starting clean-shaven on November 1st they donate their face for 30 days by growing and grooming the best moustache they can muster, raising funds and awareness along the way.

Women (known as Mo Sistas) play a key supporting role by signing up often as team captains, recruiting Mo Bros, helping to raise funds, and also encouraging the men in their life to action when it comes to their health.

**FUNDS**  
Funds raised are committed to combatting prostate cancer, testicular cancer and mental health problems and to date we have supported over 800 [men's health programmes](#).

Our goal is to make a significant impact on men's health through increased understanding of the health risks men face, encouraging men to take action to remain well, and ensuring that when men are sick they know what to do and take action. Specifically:

**PROSTATE CANCER**  
Men living with and beyond prostate cancer have the treatment and care needed to be physically and mentally well.

**TESTICULAR CANCER**  
Men living with and beyond testicular cancer have the treatment and care needed to be physically and mentally well.

**MENTAL HEALTH**  
Men and boys are mentally healthy and take action to remain so. Those who experience mental health problems take action early and live lives free of stigma and discrimination.

# MADE IN NOVEMBER

## THE HAIRY FACTS

IF YOU'D LIKE A COPY OF SOURCES  
FOR THIS DATA, PLEASE CONTACT  
[INFO.UK@MOVEMBER.COM](mailto:INFO.UK@MOVEMBER.COM)

### MEN'S HEALTH

**-4**

Average life expectancy for men in the UK is almost four years less than women (presently 78.7 years compared to 82.6 years)

**14%**

Men have a 14% higher risk of developing cancer than women and a 37% higher risk of dying from it

**67%**

Around 67% of men in the UK are overweight or obese

### PROSTATE CANCER

**#1**

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

**1 PER HOUR**

Every hour one man dies from prostate cancer in the UK

**40,000**

Each year over 40,000 men are diagnosed with prostate cancer

**1 IN 8**

1 in 8 men will be diagnosed with prostate cancer at some point in their lives

**+**

The risk of being diagnosed with prostate cancer increases with age

### TESTICULAR CANCER

**25-49**

Testicular cancer is the most common cancer in men aged 25-49 years

**2,200**

Around 2,200 men in the UK were diagnosed with testicular cancer in 2011

**95%**

Survival rates for testicular cancer have risen every year to cure rates of over 95%

**+**

Incidence of testicular cancer has more than doubled in Britain since the mid-1970s, though rates have stabilised in recent years



Testicular cancer is generally rare in non-Caucasian populations worldwide

### MENTAL HEALTH

**1 IN 4**

1 in 4 people in the UK will experience a mental health problem each year



Mixed anxiety and depression is the most common mental disorder in the UK

**6,045**

In 2011, a total of 6,045 people in the UK died by suicide and over three-quarters (75%) of these suicides were men

**30-44**

In 2011 the highest suicide rate was in men aged 30-44

**1 IN 8\***

1 in 8\* men are experiencing a common mental disorder at any one time

\*Figure for England, United Kingdom equivalent unavailable.

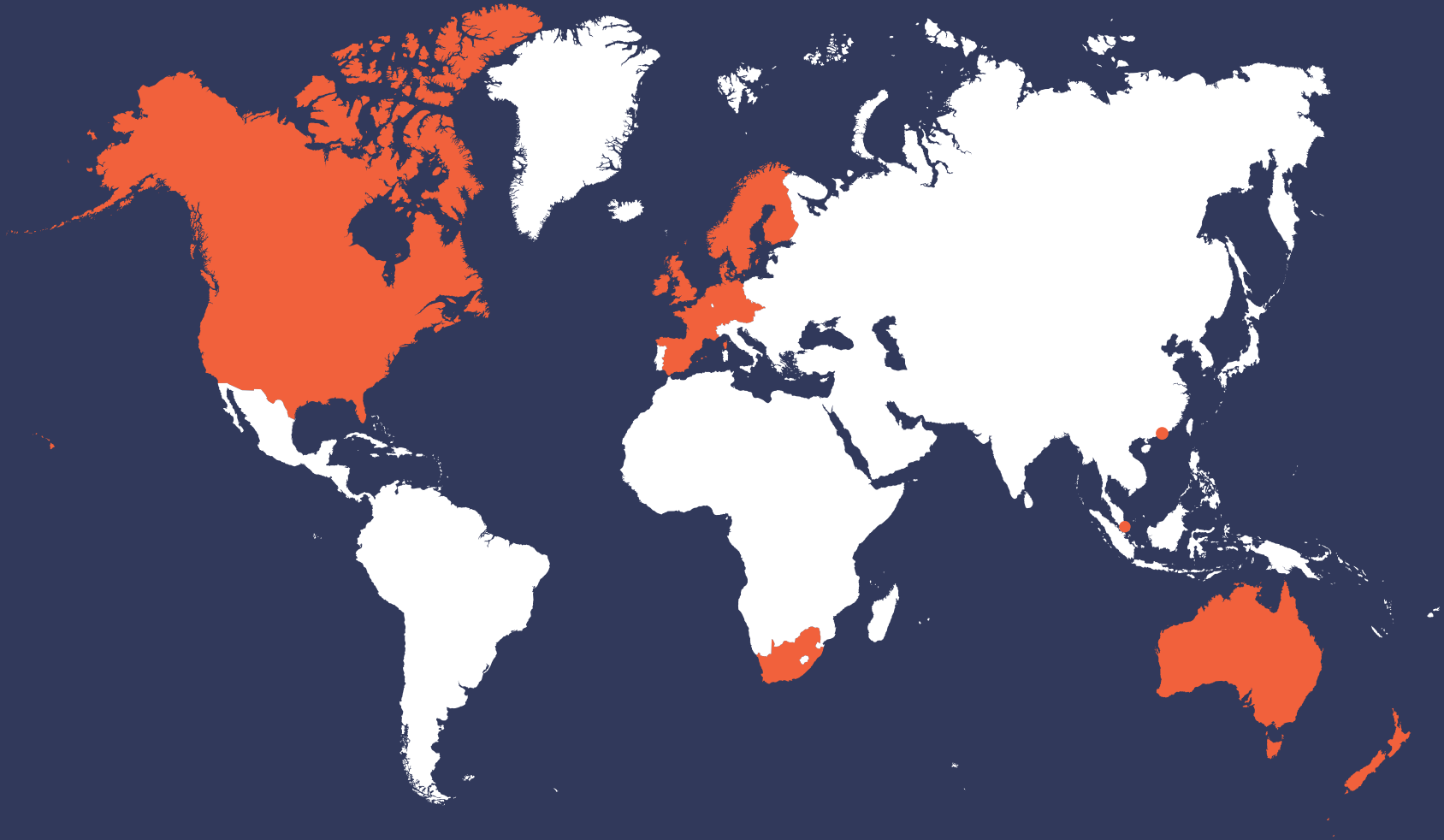
# MADE IN MOVEMBER

## IT'S BEEN A HAIR RAISING JOURNEY



Since 2003, more than 4 million moustaches have been grown worldwide. The Movember community has raised over £345m and has funded more than 800 programmes to date, in 21 countries. This work is saving and improving the lives of men affected by prostate cancer, testicular cancer and mental health problems.

TO FIND MORE OUT ABOUT  
OUR FUNDED PROGRAMS VISIT  
[UK.MOVEMBER.COM/REPORT-CARDS](http://UK.MOVEMBER.COM/REPORT-CARDS)



### WE'RE GROWN IN

Australia  
Canada  
Ireland  
New Zealand  
South Africa  
United Kingdom  
United States  
Austria  
Belgium  
Czech Republic  
Denmark  
Finland  
France  
Germany  
Hong Kong  
Netherlands  
Norway  
Singapore  
Spain  
Sweden  
Switzerland

# MADE IN MOVEMBER

## INTERVIEW OPPORTUNITIES



We are honoured to hear many inspiring stories from the Movember community. If you're interested in crafting a story about the power of the moustache, we can put you in touch with a participant to learn first hand about their Movember journey.

We can also assist in arranging interviews with official Movember spokespeople or ambassadors.

FOR FURTHER INFORMATION  
ABOUT INTERVIEW OPPORTUNITIES  
PLEASE CONTACT:

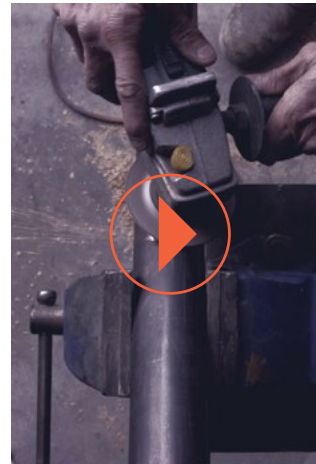
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# MADE IN MOVEMBER ASSETS



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**STYLE GUIDE**  
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FOR ADDITIONAL CONTENT  
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# MADE IN MOVEMBER LET'S TALK



To stay up to date with Movember's latest news and announcements visit our Media Room.

**MADE IN MOVEMBER  
MEDIA ROOM**  
[UK.MOVEMBER.COM/MEDIA-ROOM](http://UK.MOVEMBER.COM/MEDIA-ROOM)

**ALTERNATIVELY YOU CAN  
CONTACT OUR PR TEAM  
AT ANY TIME**

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 [INSTAGRAM.COM/MOVEMBER](https://INSTAGRAM.COM/MOVEMBER)

 [YOUTUBE.COM/USER/MOVEMBERTV](https://YOUTUBE.COM/USER/MOVEMBERTV)

A photograph of two hands held palm up against a light grey, textured wall. The fingers are coated in dark brown dirt. Both wrists feature intricate black ink tattoos. The left wrist has a circular, mandala-like design, while the right wrist has a more abstract, geometric pattern. The overall composition is centered and symmetrical.

MADE IN NOVEMBER

# SUPPORTING LOCAL MAKERS AND GROWERS

[MOVEMBER.COM](https://www.november.com)