

**MO’S ABOUT TOWN**

*London’s most popular landmarks have received a minor makeover as the annual Movember shave down begins*

**London, Thursday 31st October 2018** – This November, the Movember Foundation returns as it takes over the capital’s most favoured sights with a series of temporary installations to mark the start of it’s month long campaign. Now in its 11th year in the UK, millions of men around the world are encouraged to embrace their handlebars, wisps and everything in-between to raise awareness and funds for men’s health issues.

The takeover will see popular attractions such as **Battersea Power Station**, **The Royal Albert Hall**, **Tower Bridge, The Tower of London** and the much loved **Thames Clipper boats** rocking a distinctive moustache, to encourage Londoners to get involved by signing up, fundraising and encouraging men to talk more openly about their health.

Owen Sharp, CEO of The Movember Foundation, said: “We are back for another year to encourage men to grow a mo, sign up and donate as Movember month begins. We are more determined than ever to keep raising awareness and get men to talk more openly about their health. We are taking over London to spread the message far and wide”

Simon Murphy, CEO of Battersea Power Station Development Company, said: “The iconic chimneys of Battersea Power Station are once again helping to raise awareness for an important cause and we are pleased to support the Movember campaign this year. Men’s health is particularly important to those in the construction industry and with thousands of workers on site transforming this magnificent building and the surrounding area into a new destination for London, we are delighted to bring awareness to this worthy campaign.”

Men who are planning to join in with Movember should register at [**www.movember.com**](http://www.movember.com) and start with a cleanly shaven face on **Thursday 1st November**. After that, it’s as simple as letting your Mo grow for the rest of the month. Ask friends, family, or colleagues to back your Mo by donating. Funds will go on to invest in four key areas: prostate cancer, testicular cancer, mental health and suicide prevention.

**- ENDS -**

**Notes to editors:**

For more information: ukmedia@movember.com

Images are available to download from <https://uk.movember.com/media-room/photos-graphics>

**About the Movember Foundation**

The Movember Foundation is the global men’s health charity.

The Foundation raises funds to deliver innovative, breakthrough research and support programmes that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,200 projects focusing on prostate cancer, testicular cancer and suicide prevention.

In addition to tackling key health issues faced by men, the Foundation is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives.

The Foundation’s vision is to have an everlasting impact on the face of men’s health. Join the movement at [Movember.com](https://uk.movember.com/get-involved/moustachery).