

**MOVEMBER IS BACK FOR 2018**

***Grow a Mo, Move or Host a Mo-ment from 1st – 30th November***

***and stop men dying too young***

This November, the Movember Foundation returns with its annual month-long fundraiser challenging men across the UK to grow a moustache to raise awareness and funds for men’s health issues.

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. Whether flying the flag solo, joining up with friends, work colleagues, sports clubs, schools or universities, growing a moustache is the homegrown version of wearing a ribbon.

To date, through the moustaches grown, connections created, and conversations generated, the Movember Foundation has proudly welcomed **over** **five million** supporters and helped **fund 1,200** innovative men’s health projects across **twenty countries.** But there is still much work to be done.

In the UK, the stats are shocking - **one in eight men** will be diagnosed with prostate cancer in their lifetime, and there are more **333,000** living with the disease. **Twelve men a day** take their own life, and **three out of four** suicides are by men. Testicular cancer is the **most common cancer** in young men and although in most cases the outcome for men with testicular cancer is positive, a **95%** chance of survival is no comfort to the **one man in twenty** who won’t make it.

When it comes to their health, too many men don’t feel like they have the support to talk, don’t act, and die too young.

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.

Those who are follicly challenged can alternatively choose to Move or Host a Mo-ment to support the charity this year. You don’t have to be an ultra-athlete, or own the latest kicks. Move is simpler than that, just run or walk 60 kilometres over the month. That’s 60 kilometres for the 60 men we lose to suicide each hour, every hour.

Or, Host a Mo-ment - Raise the roof with a get-together and raise much-needed funds for men’s health. Cook up a fancy dinner. Tee up a sports match. Pump the tunes at a party. Or set up a Shave Down – a group shave-off of facial hair to get the month started. It’s the easiest way to start a conversation about men’s health.

The Movember Foundation is the leading charity dedicated to changing the face of men's health in the UK and around the world. The foundation recognise that men are dying six years earlier than women due to common health issues such as prostate cancer, testicular cancer, mental health and suicide. The foundation is aiming to reduce the number of men dying too young by 25% by 2030.

**- ENDS -**

**Tips for growing a mo’**

1. **Be prepared:** Choose the moustache that will grace your face. Trucker, regent, connoisseur or wisp?
2. **Be brave:** The first few days, even weeks, can be uncomfortable as your Mo takes shape. Ride it out to encourage donations.
3. **Ignore the itching:** Remind yourself that men have endured worse in the past. You can stand a little face tickle.
4. **Shape your moustache:** Get across all the proper grooming techniques. A great Mo comes down to great grooming.
5. **Nurture it and keep it clean:** Look after your Mo, and your Mo will look after you.

**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).