



Movember reveals the famous faces of the 2021 campaign, including Ashley Walters, Royal Blood, Fearne Cotton, Ghetts, Joe Sugg, Jonny May, Professor Green and more

Leading men's health charity Movember reveals its star-studded cast and fundraising campaign for 2021, featuring a series of striking celebrity portraits directed and shot by acclaimed photographer Greg Williams.

An all-star line-up of celebrities has joined forces to change the face of men's health, with famous faces including **Professor Green, Ghetts, Royal Blood, Ashley Walters, Jesse Wood, Joe Sugg, Hussain Manawer and Jonny May.**

Fearne Cotton and Gizzi Erskine also join the line-up this year, highlighting that anyone can take part in Movember, regardless of whether you grow a moustache, and support the health and wellbeing of the men in their lives.

The exclusive portrait series, shot by the renowned James Bond photographer, kickstarts Movember's annual month-long fundraising campaign. Supporters are encouraged to either grow a moustache, move 60km in the month, host an event or take on an epic challenge. All funds go directly towards supporting men's health projects across mental health and suicide prevention, prostate cancer, and testicular cancer.

Globally, men die 4.5* years earlier than women, largely for preventable reasons, so every moustache grown, event or challenge organised, drives conversations and raises much-needed funds and awareness of men's health issues, which ultimately saves lives.

The 2021 Movember campaign comes at a crucial time, as we battle an ongoing silent mental health crisis, heightened by the pressures of economic and social effects of COVID-19. Recent figures from the ONS show 3 out of 4 suicides in the UK are men, a statistic which has remained relatively consistent since the mid-90s. In 2020 alone, according to ONS data, the UK lost 3,925 men to suicide – that's 10 men every day.

Donations raised through the month support Movember's year-round work to deliver ground-breaking health projects globally. In the UK alone, in the last year, funds have gone towards projects such as the [First Responders Mental Health Grant Program](#), addressing the mental wellbeing of our frontline workers, [Chai in the City](#), fostering social connections in Punjabi communities in the UK, and the continued rollout of the [Ahead of the Game](#) programme, which aims to improve youth mental health through community organised sport. On the male cancer side, Movember launched the [Nuts & Bolts](#) peer support programme for those tackling testicular cancer, and continues to fund [research projects](#) in prostate cancer.



Actor Ashley Walters said: *“I am supporting Movember in order to raise awareness around the difficulties a lot of men have talking about personal health issues. I learnt from a young age that being a man means always being strong and never showing weakness. This isn’t true and it’s time we change the narrative. Let’s celebrate being vocal about how we feel. Happy or sad, simply talking to someone can save your life.”*

Rock duo Royal Blood added: *“We feel that men typically find it difficult to communicate in an open and honest way about their mental health. The more that conversation is had, and the more that men can feel the ability to do that, the better.”*

In addition to the photography series, Movember also releases an exclusive ‘behind the scenes’ video, where the celebrities explain ‘why they mo’ and open up about what inspired them to support the men’s health charity’s vital work and why others should get involved.

Movember CEO, Michelle Terry commented: *“It’s great to see so many famous faces put on a united front in support of men’s health, inspiring men and women to get involved and support our fundraising drive this Movember.*

“As a charity, we work to raise 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 1,250 projects around the world.

“In addition to tackling key health issues faced by men, Movember 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.”

To find out more and sign up, visit uk.movember.com

For interview requests for talent and Movember spokespeople please contact:
movember@goodcultureinc.com

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Research

*<https://data.worldbank.org/indicator/SP.DYN.LE00.MA.IN>

About Movember

Movember is the leading charity changing the face of men’s health on a global scale. The charity raises funds to deliver innovative, breakthrough research and support programs that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,250 projects focusing on mental health and suicide prevention, prostate cancer and testicular cancer.



In addition to tackling key health issues faced by men, Movember 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 charity's vision is to have an everlasting impact on the face of men's health.