**HOLD ON A MO’ – WHO’S THAT FACE?**

***The Movember Foundation launches its annual awareness campaign with stars including Ben Miller, Martin Kemp, Paddy McGuinness, Keith Lemon, Ashley Roberts, Ben Shepherd, Kem Cetinay, Sam Thompson and Dylan Hartley to recreate the world’s most famous moustache faces.***

**London, Thursday 25th October 2018** – The Movember Foundation is back with its annual fundraising campaign, rallying together a variety of well-loved celebrities to recreate the world’s most recognisable faces. The campaign has launched to inspire men up and down the country to grow a mo’ and raise money to help make a difference to men’s health.

Ahead of the campaign, which kicks-off from November 1st – legends from stage and screen who have rocked iconic moustaches over the decades came back to life thanks to some of the UK’s biggest celebrities. Actor and Spandau Ballet member **Martin** **Kemp** can be seen as legend John Lennon, whilst **Paddy** **McGuiness** became global superstar Freddie Mercury and **Ashley** **Roberts** became Charlie Chaplin.

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.

Additional celebrities involved in the Movember campaign include comedian, actor and director **Ben Miller** who re-created Salvador Dali, Made in Chelsea star **Sam Thompson** as eccentric Borat, Good Morning Britain co-host **Ben** **Shephard**, who transformed into his newsreader alter-ego Ron Burgundy whilst the infamous **Keith Lemon** transformed into Burt Reynolds to show his support and pay homage to the moustache idol.

Never been afraid to speak openly about his own personal experiences with mental health, Love Island’s **Kem Cetinay** also took part as WWE legend Hulk Hogan, and rugby star **Dylan Hartley** tackled the role of Goose from Top Gun – Dylan even taking to the skies to really get into character.

Owen Sharp, CEO for the Movember Foundation said “Every year we strive to help raise awareness, drive conversation and most importantly encourage friends, family and colleagues to donate to the efforts of those willing to grow a moustache for the whole of November. This incredibly fun campaign was the perfect way for us to inspire as many people as possible to get involved. Our number one goal is to continue funding projects and organisations to stop men dying too young so they can enjoy happier, healthier and longer lives”.

Since inception in 2003, The Movember Foundation have created a men’s health movement of over 5 million supporters across the world. Thanks to them, they’ve funded more than 1,200 innovative men’s health projects across more than 20 countries.

Getting involved is easy. Simply sign up at [movember.com](https://uk.movember.com/)

**END**

**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).