**THE MOVEMBER FOUNDATION CELEBRATES 10 YEARS OF MOUSTACHERY IN THE UK WITH SUPPORT FROM CORPORATE PARTNERS**

***L’Oréal Men Expert, The Gym Group, 20th Century Fox and Others Join the Movement to Be the Difference This Movember***

United Kingdom – 10 October, 2017 [The Movember Foundation,](http://movember.com/) the only global charity focused solely on men’s health, is announcing their line-up of corporate partners for Movember 2017. The annual Movember campaign is globally recognised for its fun, disruptive approach to fundraising and getting men to take action for their health. This year, eight corporate partners will also join Movember in celebrating their 10-year fundraising anniversary in the UK and ultimately help the Foundation have an everlasting impact on the face of men’s health.

The Movember Foundation’s Major UK Partners are L’Oréal Men Expert and The Gym Group. Supporting Partners include 20th Century Fox Film, Gillette and Oris watches, while Promotional Partners include Peppa Pig, Liberty London and Heck.

Owen Sharp, CEO of the Movember Foundation, said: “*Men are facing a serious health crisis that needs to be addressed. Our fathers, partners, brothers and friends are at risk of dying too early, from conditions such as prostate cancer, testicular cancer and mental health illnesses. This isn’t good news. We need to talk about it. We need to act.*

*“Our corporate partners play an invaluable role in helping to increase the visibility of the causes supported by Movember. Their ability to raise vital funds through their internal participation and marketing efforts will help spark important conversations and create remarkable experiences for the Movember community. It is a privilege to stand in solidarity with these great companies as we embark upon our 10-year anniversary of tackling men’s health.”*

Major Partners

**L’Oréal Men Expert**

L’Oréal Men Expert has chosen to partner with the Movember Foundation alongside L’Oréal Men Expert’s new BarberClub range to reflect the spirit of a “Barber Club” – a comfortable space where men come together not only for grooming but to build conversations and connections.    To help bring the partnership to life, L’Oréal ambassadors have joined real Mo Bros and Mo Sistas in a series of films providing informative men’s health advice, conversation starters and grooming tips to help grow an epic ‘Mo’. All this can be found at loreal.com/BarberClub.

L'Oréal Men Expert will be donating 20p from every sale of the new BarberClub range throughout the campaign.

**The Gym Group**

This Movember, The Gym Group is going the distance for men’s health this year, by encouraging members to take on the Movember Foundation’s Move challenge .

100 gyms across the UK will raise funds and awareness for men’s health by taking on in-gym challenges such as the epic “row to the home of the mo” a rowing challenge which is the equivalent of rowing the distance from London to Melbourne.

Supporting Partners

**20THCENTURY FOX FILM**

Twentieth Century Fox will support this year’s Movember campaign, through a celebration of Hercule Poirot’s iconic moustache in the upcoming film adaptation of Murder On The Orient Express. Campaign includes Premiere activation, talent led donation drivers, integrated media partnerships and retail exposure.

**Gillette**

Throughout Movember, Gillette is working in partnership with Tesco to donate £1 to the Movember Foundation for every pack sold from selected big blade packs instore. Gillette is also giving away 20,000 Fusion ProGlide Flexball razors and, for the first time, 1,000 personalised Movember handled razors from the Flexball Range.

**Oris**

As part of its vision to bring Change for the Better, Oris lends its backing to the Movember Foundation with a special edition version of the iconic Divers Sixty-Five.

The watch is based on Oris’ hugely successful heritage piece inspired by an Oris diver’s watch first introduced in 1965. Oris will make a donation to the foundation based on sales of the watch.

<https://www.oris.ch/watch/oris-movember-edition/01-733-7707-4084-set-ls>

Promotional Partners

**Daddy Pig from Entertainment One’s *Peppa Pig***

Health and fitness ‘expert’ Daddy Pig from Entertainment One’s (eOne) hit preschool show *Peppa Pig* istaking part in this year’s Movember for the first time! Daddy Pig and friends will be growing their moustaches and encouraging dads across the UK to get active and stay healthy. To donate and keep up to date with Daddy Pig’s progress, visit: <https://mobro.co/daddypiguk>

Fundraisers are also being encouraged to join Daddy Pig’s team to grow moustaches, get active and raise funds together as a team of ‘expert’ daddies! Sign up at: <https://moteam.co/team-daddy-pig-uk>

**Liberty London**

Liberty London will donate ten percent of the profit from their new Liberty London Boxer shorts during the month of November.  The Boxer packaging will contain the Movember Foundation’s core health messaging ‘Know thy Nuts’ and ‘Get To Know What’s Normal’ which offers men advice on how to examine themselves for signs of testicular cancer. The Liberty London boxer shorts will be packaged in boxes that carry the familiar Movember Foundation Moustache, and customers will have the opportunity to donate to the Foundation’s campaign at till points on the menswear floor.

Liberty London colleagues will also be getting behind the Movember Campaign with fundraising activity throughout the month of Movember.

**Heck**

Heck Sausages is renaming to Check for the entire month of Movember! Their Check sausages will be available in all major retailers throughout Movember.

The company’s MD, Jamie Keeble, is a cancer survivor and being involved in this year’s Movember campaign is an entirely personal for everyone at Heck.

The Movember Foundation is working to help men live longer, happier, healthier lives. With money raised, the Foundation has funded over 1,200 game-changing programmes in prostate cancer, testicular cancer and suicide prevention around the world, whilst positively challenging the way in which men’s health issues are researched and addressed.

For more information on how to support the Movember Foundation, visit Movember.com and connect with Movember on [Facebook](https://www.facebook.com/MovemberUSA), [Twitter](https://twitter.com/movember), [Instagram](https://instagram.com/movember/?hl=en) and [YouTube](http://www.youtube.com/movembertv).

**Ends**

For further information, please contact Rosetta Buahin at the Movember Press Office at [rosetta.buahin@movember.com](mailto:rosetta.buahin@movember.com)

**Notes to Editor**

**About the Movember Foundation**

The Movember Foundation is a 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.

**About L’Oréal Men Expert**

L'Oréal Men Expert offers expert men’s grooming products from skin care, deodorants to shower gels. From Cedarwood Essential Oil in the Barberclub range to Vitamin C in the Hydra Energetic range - L'Oréal Men Expert offers expertly crafted formulations across the full range. All the expertise, none of the spin.

**About The Gym Group**

Founded in 2007 and operating 100 gyms, The Gym is the longest established national operator of budget gyms offering affordable, flexible 24-hour gym membership. The Gym currently has over 400,000 active members and a database of almost 2 million previous members.

Memberships require no contract and start from just £10.99 a month, giving 24-hour access to the most up-to-date resistance, cardiovascular and functional training equipment, free exercise classes and many of the most highly trained, qualified and friendly staff in the industry.

In November 2015 The Gym Group became the first UK health and fitness group to debut on the London Stock Exchange in over 15 years with a £250 million flotation (GYM.L). The business continues to thrive and in February 2016 was named as a finalist and Ruban d’Honneur recipient in the 2015/16 European Business Awards.

The Gym is the only group operator in the UK fitness sector to be accredited Gold status by Investors in People. In April 2015 the company was ranked number 25 in the Sunday Times BDO Profit Track 100 and 46 in the Sunday Times Virgin Fast Track 100, published in December 2014.  In January 2015 The Gym Group achieved Best Companies 2 Star Accreditation status, declaring the company an ‘outstanding’ employer.

**ABOUT 20TH CENTURY FOX FILM**

One of the world’s largest producers and distributors of motion pictures, 20th Century Fox Film produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of the studio: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Fox International Productions, and Twentieth Century Fox Animation / Blue Sky Studios.

**About Gillette**

For over 110 years, Gillette has delivered precision technology and unrivalled product performance – improving the lives of over 800 million men around the world. From shaving and body grooming, to skin care and sweat protection, Gillette offers a wide variety of products including razors, shave prep (gels, foams and creams), skin care, after shaves, antiperspirants, deodorants and body wash. For more information and the latest news on Gillette, visit <http://gillette.co.uk/en-gb>. To see our full selection of products, visit <https://www.gillette.com/shop-now/en-GB/index.shtml>

**About Oris**

Oris was founded in 1904. Since the management buy-out in 1982, the company has been privately owned.

Oris makes watches for people who are passionate about mechanical movements and who look for genuine, contemporary values –“real watches for real people”

Oris is one of a few independent Swiss watch manufacturer. Oris watches are distributed worldwide.

For more information visit [www.oris.ch](http://www.oris.ch)

**About Entertainment One**

Entertainment One Ltd. (LSE:ETO) is a global independent studio that specialises in the development, acquisition, production, financing, distribution and sales of entertainment content. The Company’s diversified expertise spans across film, television and music production and sales, family programming, merchandising and licensing, and digital content. Through its global reach and expansive scale, powered by deep local market knowledge, the Company delivers the best content to the world.

Entertainment One’s robust network includes film and television studio The Mark Gordon Company; content creation venture Amblin Partners with Steven Spielberg, DreamWorks Studios, Participant Media, and Reliance Entertainment; newly-launched MAKEREADY with Brad Weston; leading feature film production and global sales company Sierra Pictures; unscripted television production company Renegade 83; world-class music labels Dualtone Music Group and Last Gang; and award-winning digital agency Secret Location.

The Company’s rights library is exploited across all media formats and includes more than 100,000 hours of film and television content and approximately 40,000 music tracks.

**About Liberty London**

Liberty: Great Marlborough Street, London W1B 5AH.

Liberty London is one of the world’s greatest shopping emporiums. Founded by Sir Arthur Lasenby Liberty in 1875, whose intuitive vision and pioneering spirit led him to travel the world looking for individual pieces to inspire and excite his discerning clientele. Today his legacy lives on and the brand continues to combine its rich heritage, with a mission to discover and curate the very best of the beautiful and the avant-garde.

The iconic store that was built in 1924 and was constructed from the timbers of two decommissioned warships, HMS Impregnable and HMS Hindustan. The mock Tudor style building now houses six floors of fashion, beauty, accessories, childrenswear and homewares and remains the global destination of choice for the sophisticated shopper.

*LibertyLondon.com , @LibertyLondon*

**About HECK**HECK is a family run business making hand-mixed, farmers’ market quality sausages for the British high street.  With a ‘what the heck’ attitude, founders Andrew and Debbie Keeble have achieved the remarkable feat of starting a business in Britain’s notoriously congested food market and have gone from zero to £20m turnover in just over four years. HECK is now officially the UK’s Number One premium sausage range.

 Proudly independent, Andrew and Debbie run the business with Jamie, Guy, Roddy and Ellie; the conscientious farmers-turned-food-producers have also added burgers, meatballs, gluten-free and vegetarian sausages to their award-winning range.

With over 30 years of food and farming experience, they are mindful of the land and deliver ethical meat and ingredient choices.  Never ones to cut corners or compromise quality in a bid to save a buck, they’ve managed to create an affordable range of farmers’ market quality sausages for the supermarkets that benefits everyone in their supply chain.