



MOVEMBER FOUNDATION
PRESS KIT



FOR MORE INFORMATION
PLEASE CONTACT
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ABOUT THE MOVEMBER FOUNDATION

MEN'S HEALTH IS IN TROUBLE.

**ALL AROUND THE WORLD,
FATHERS, BROTHERS AND
FRIENDS FACE A HEALTH CRISIS
THAT ISN'T BEING TALKED ABOUT.**

**MEN ARE DYING TOO YOUNG,
BEFORE THEIR TIME AND FOR
NO GOOD REASON.**

The Movember Foundation is the only global charity focused solely on men's health. We raise funds that deliver innovative, breakthrough research and support programmes to enable men to live happier, healthier and longer lives.

Awareness and fundraising activities are run year-round by the Foundation, with the annual Movember campaign in November being globally recognised for its fun,

disruptive approach to fundraising and getting men to take action for their health.

Since 2003, we've created a men's health movement of over 5 million supporters across the world. Through the moustaches grown and the conversations generated, we've helped fund 1,200 innovative men's health projects across more than 20 countries focusing on prostate cancer, testicular cancer, mental health and suicide prevention.

THE HAIRY FACTS



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MEN'S HEALTH

-4

On average, men die
four years younger than
women in the UK

1 IN 4

1 in 4 of us will be affected
by a mental health problem

SUICIDE PREVENTION

3 OUT OF 4

3/4 suicides in the UK
are men

12

On average, 12 men
take their life each day
in the UK

PROSTATE CANCER

**MOST
COMMON**

Prostate cancer is the most
common cancer amongst
men in the UK

45 MIN.

1 man dies every 45 minutes
from prostate cancer in the UK

TESTICULAR CANCER

**UNDER
40**

Testicular cancer is the
most common cancer in
men under 40

2,400

2,400 in the UK are
diagnosed with testicular
cancer each year



HOW TO GET INVOLVED

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**STOP MEN DYING TOO YOUNG.
JOIN THE FIGHT FOR MEN'S HEALTH.**

There are three ways to get involved with Movember and support men's health:

	WHAT	HOW	WHEN
01 GROW	Grow a Mo, save a Bro	The moustache is our ribbon for men's health	For the 30 days in the month formerly known as 'November'
02 MOVE	Walk. Run. Cycle. Swim. Row.	Go the distance and raise funds to support men's health	Anytime, anywhere, during the month of November
03 HOST	Throw or go to a Movember event	Any excuse for a good time. Events are a great way to have fun and raise funds for men's health	Anytime, anywhere, during the month of November





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WHERE YOUR MONEY GOES

**EVERYTHING WE DO IS TO STOP MEN
DYING TOO YOUNG AND HELP THEM TO
LIVE HAPPIER, HEALTHIER, LONGER LIVES.**

We're funding more than 1,200 men's health projects around the world.

With money raised, we're funding game-changing programmes while positively challenging the way in which men's health issues are researched and addressed.

Through our year-round awareness and education program, we encourage men to become more aware of their health, talk more with their friends and be more active, improving their health and wellbeing.

BY 2030, WE'VE COMMITTED TO:

Reduce the number of men dying prematurely by 25%

Halve the number of deaths from prostate and testicular cancer

Reduce the number of men taking their own lives by 25%

WE WILL DO THIS BY:

Giving men the facts

Changing behaviour for the better

Creating services for men that work

Funding breakthrough research

SPOKESPEOPLE



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MOVEMBER FOUNDATION SPOKESPEOPLE



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