**MORE THAN 300,000 MEN AND WOMEN AROUND THE WORLD RAISE FUNDS AND AWARENESS FOR MEN’S HEALTH WITH THE MOVEMBER FOUNDATION**

*Celebrity ambassadors, Derek Hough, Shawn Booth, Tarek El Moussa and more joined the fight for men’s health this year.*

**LOS ANGELES, Calif. – (December 12, 2017)** – The [Movember Foundation](https://us.movember.com/), the only global charity focused solely on men’s health has announced the conclusion of the 2017 moustache-growing campaign. Movember had a successful moustachio’d year, with more than 300,000 Mo Bro and Mo Sista participants and 2 million individual donations, globally. The Movember community has once again shined a light on the importance of men’s health by starting conversations about testicular cancer, prostate cancer, mental health and suicide prevention.

The Foundation runs awareness and fundraising activities year-round, with the annual Movember campaign in November being globally recognized for its fun and innovative approach to raising money and getting men to take action for their health.

To help spread awareness and raise funds this month, our dedicated community activated in major cities across the country with unique and hairy ways to get talking about men’s health. Some highlights include:

**Movember Kickoff Anaheim Ducks Activation**

On Movember 1st, the Foundation created a Mo-ment to have people reflect on those impacted by the issues Movember focuses on. Movember reserved a group of seats at an Anaheim Ducks game, leaving them unoccupied with Movember branded signage showing the impact of not having these important men in our lives, then filling them with Mo Bros and Mo Sistas – survivors, friends and family members of survivors and friends and family of those who have lost someone to cancer or suicide. Long-time Mo Bro and former Anaheim Ducks player George Parros served as a spokesperson on behalf of the Foundation and shed light on the activation in an interview with [Fox Sports](https://www.foxsports.com/west/video/1086680643834).

**10th Mo’versary Party**

Movember celebrated 10 years of fundraising and changing the face of men’s health in the U.S. by hosting a 10th Mo’versary party. More than 300+ loyal and long-time supporting Mo Bros and Mo Sistas, men’s health partners and corporate partners attended the family-friendly event. Corporate partners Peppa Pig, Gentleman’s Collection and Nestle Nesquik also provided beverages, games, raffle prizes and a photo booth for guests’ entertainment.

**Santa Claus is a Mo Bro**

#GivingTuesday marked the day Santa Claus became a Mo Bro! Santa Claus shaved his iconic beard into a moustache to support men's health for Movember. #GivingTuesday is a global giving movement built by individuals, families, organizations, businesses and communities in all 50 U.S. states and in countries around the world. Check out additional photos of Santa’s new Mo [here](https://movember.box.com/s/abyk3voqq00dbz2ircv7vvpvfcnm58ra), and video of the shave-down [here](https://movember.box.com/s/djzz5x3abq6n1ykmgtferpe70wr76cb8).

**‘Life Without the Men We Love’**

As we mark the end of Movember, the U.S. honored the estimated 4,920 men we love who have passed away too soon from prostate cancer, testicular cancer and suicide this month. This was brought to life through an activation in NYC’s Central Park in which props and signage marked a selection of benches along the iconic walkway for the men who should still be with us had they not passed away too soon. Photos from the activation can be viewed [here](https://movember.box.com/s/t5ckcug237xhaatb25lqqyfawigb8d66).

**Hairy Facts**

We polled our community and found some interesting facts about our Mo Bros and Mo Sistas. When asked how they feel about moustaches, 66% of females either love the look of a moustache, or love what it stands for. When it comes to their Move challenges, 42% voted for walking, with rowing and swimming being the least common option. Lastly, the most common moustache we saw was the salt and pepper Mo, at 32%.

“The Movember Foundation is extremely grateful to the entire Mo community who participated this campaign season to help stop men dying too young,” said Terry Norton-Wright, US country director for Movember. “We are proud of all the Mo Bros and Mo Sistas who joined together to grow spectacular moustaches, participate in Move challenges, and most importantly raise awareness and start conversations about men’s health. Although the campaign is only one month-long, the Movember Foundation works tirelessly year-round to fund innovative men’s health projects and encourage men to prioritize their health.”

This year’s campaign also drew support from ambassadors across all industries, including TV personalities, artists, performers, and professional athletes. Foundation ambassadors use their influential voices to start conversations that encourage people to join the movement. *Dancing With the Stars’* [Derek Hough](https://www.aol.com/article/entertainment/2017/11/01/derek-hough-hold-on-first-single/23262812/) worked closely with the Foundation to promote their in the mental health space, as he released an impactful song and music video, ‘Hold On’ about suicide prevention and mental health awareness. *The Bachelorette’*s [Shawn Booth](http://people.com/tv/shawn-booth-romantic-christmas-tradition-kaitlyn-bristowe/) and New England Patriot’s [Julian Edelman](https://www.instagram.com/p/BbANAi6BTqU/?taken-by=edelman11) have been rocking their Mo’s and speaking out about the importance of men’s health, and ‘Flip or Flop’ TV host, [Tarek El Moussa](http://www.etonline.com/tarek-el-moussa-reflects-his-battle-cancer-exclusive-92183) spoke out on behalf of the Foundation and his bout with testicular cancer, shedding light on the importance of men doing self-exams and being proactive about their health.

You too can join the fight for men’s health. Be the difference and donate at [Movember.com](https://us.movember.com/), or give the gift of men’s health this holiday season by purchasing product from the Movember Foundation’s [Movember Collection](https://us.shop.movember.com/), in which 100% of proceeds benefit the Foundation. Shop [here](https://us.shop.movember.com/)!

**About the Movember Foundation**

The Movember Foundation is the only global charity focused solely on men’s health, funding over 1,200 innovative projects across 21 countries. To date, the Foundation has created a men’s health movement of over 5 million people supporting these critical areas: prostate cancer, testicular cancer, mental health and suicide prevention. But our work is not done. Be the difference and go to Movember.com to donate or participate. Together we can stop men dying too young.

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