



  
**MOVEMBER®**

# **PRESS KIT**





Men's health is in crisis. Globally, men are dying six years earlier than women, and for largely preventable reasons.

As the leading charity tackling mental health and suicide prevention, prostate cancer and testicular cancer on a global scale, Movember is making change happen.

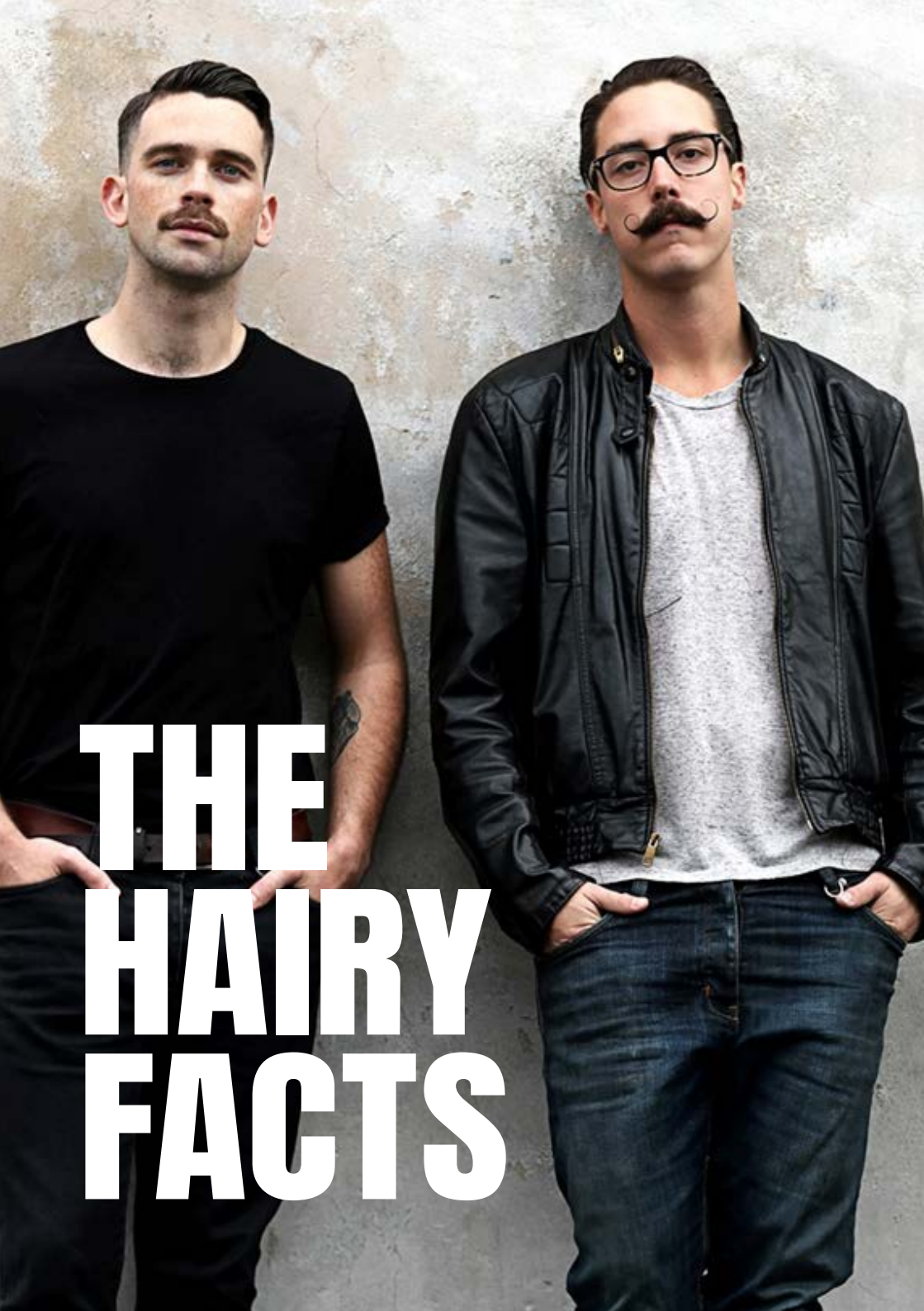
In our mission to stop men dying too young, Movember funds groundbreaking health projects, - 1,250 and counting - uniting experts from all over the world to accelerate research, progress and change.

Year-round, we're hard at work raising funds and awareness, culminating in our month-long annual moustache-growing event in the month formerly known as November. The month of Movember is globally recognized for its fun, disruptive approach to fundraising and the unique ways it prompts men to take action for their health.

Since 2003, more than 6 million Mo Bros and Mo Sisters across 20 countries have joined our global men's health movement, helping men across the world live happier, healthier, longer lives.

**LET'S  
CHANGE  
THE FACE  
OF MEN'S  
HEALTH**





# THE HAIRY FACTS

## MEN'S HEALTH

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**-5**

On average, men die five years earlier than women in the US

## PROSTATE CANCER

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**2ND**

Prostate cancer is the 2nd most common cancer in men in the US

## MOST COMMON

Prostate cancer is the most commonly diagnosed cancer in men in the United States.

## TESTICULAR CANCER

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**YOUNG MEN**

Testicular cancer is the most common cancer in young men

**270,000**

More than 270,000 men are estimated to be living with a testicular cancer diagnosis in the US

## SUICIDE PREVENTION

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**MORE THAN 37,700**

More than 37,700 men die by suicide each year in the US

**3 IN 4**

3 in 4 suicides are men in the US



It's been a rough year, time to have fun and do good. Every whisker, drop of sweat and get-together counts. If you can't Grow a Mo, fear not – there's more than one way to get face-deep in the movement.



## GROW A MO

Upper lip at the ready? Great news. Trucker, Regent, Connoisseur or Wisp – no matter your Mo's shape or style this Movember, your face will raise funds and awareness for men's health.

## MAKE A MOVE

Move this Movember by running or walking 60 miles over the month. That's 60 miles for the 60 men we lose to suicide, each hour, every hour across the world. Do it as a team or go solo.

## HOST A MO-MENT

Rally a crew and do something fun. Hosting is all about having a good time for a good cause. And you can always put a virtual spin on your plans. The best part?

Virtual events are easy to organize, cheap to run and you can go in your slippers. Think an online gaming tournament, Mo Bingo or a virtual trivia night.

## MO YOUR OWN WAY

A choose-your-own-adventure challenge, epic in scope and scale. You make the rules. You set the limits and chase them down. You inspire donations with sheer grit.

# HOW TO GET INVOLVED



**Everything we do is to stop men dying too young and help them live happier, healthier, longer lives.**

We've funded 1,250 (and counting) men's health projects across 20 countries, ranging from [True North Prostate Cancer](#), which helps men regain control, confidence and quality of life during and after treatment, to game-changing grassroots mental health projects.

Movember also funds the Making Connections initiative which is aimed at improving mental health and wellbeing for men and boys in the US. Movember is partnering with community-based coalitions that work with either men and boys of color, or military service members, veterans, and their families. Making Connections coalitions are implementing prevention strategies that reflect community priorities. This work involves connecting with men and boys in places where they spend time, through activities that they enjoy. Key to the initiative is helping men and boys cope with trauma and stress by strengthening social connections.

**WHERE  
YOUR  
MONEY  
GOES**

Movember is one of the largest non-government investors in research and quality-of-life initiatives for men that impact the global population.

Now that's something.

**THE MOST IMPORTANT MO YOU'LL EVER GROW:**

It's been a big year of curveballs and challenges for everyone around the globe. A lot has changed. The COVID-19 pandemic has increased anxiety for many, heightened by the pressures of not only a global health crisis, but a social and economic crisis too.

We know men are struggling, and need us more than ever. Now's the time to make a stand – for our fathers, partners, brothers, sons and friends.

With money raised by our community here in the US, Movember can continue to deliver the kind of programs, information and awareness that will help our community weather this storm and beyond, and to keep lifesaving cancer research and trials on track.

Our goal is to reduce the number of men dying prematurely by 25% and halving the number of deaths from prostate and testicular cancer by 2030.

**Movember's work has never been more important – let's do it for the men in our lives.**







## **CONTACT US**

If you've got questions,  
we've got answers.  
We're always here to help.

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For a full list of Movember  
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[Media Room.](#)

