



MOVEMBER FOUNDATION
PRESS KIT



FOR MORE INFORMATION
PLEASE CONTACT
SHANETTA MCDONALD
SHANETTA.MCDONALD@MOVEMBER.COM
310-450-3331

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 programs 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

recognized for its fun, disruptive approach to fundraising and getting men to take action for their health.

Since 2003, we've empowered millions of men and women to join the global men's health movement, raising more than \$710 million and funding 1,200 breakthrough men's health projects in 21 countries focusing on prostate cancer, testicular cancer, mental health and suicide prevention.



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US STATS

MEN'S HEALTH

-6

On average, men die 6 years earlier than women

12.1%

12.1% of men 18 years and over are in fair or poor health

MENTAL HEALTH & SUICIDE PREVENTION

1 IN 4

1 in 4 adults in the US will experience a mental health problem in a given year

**MORE THAN
x 3**

More than three times as many men as women die by suicide in the U.S

PROSTATE CANCER

2ND

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

1 IN 7

1 in 7 men will be diagnosed with prostate cancer in their lifetime

TESTICULAR CANCER

15 - 34
YEARS

Testicular cancer is the most common cancer in young men aged 15-34

8,720

About 8,720 new cases of testicular cancer are diagnosed in men 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	Get active for men's health	Raise funds for men's health while you do something good for your own 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 LONGER, HEALTHIER, HAPPIER LIVES.**

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

With money raised, we're funding game-changing programs 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 well-being.

BY 2030, WE'VE COMMITTED TO:

Reduce the number of men dying prematurely by 25%

Reduce the number of men dying from prostate and testicular cancer by 50%

Reduce the rate of male suicide by 25%

WE WILL DO THIS BY:

Giving men the facts about the health issues they face

Generating important health conversations between men

Encouraging men to take action for their health

Funding breakthrough research and support programs

**FOR MEDIA INQUIRIES AND
INTERVIEWS, PLEASE CONTACT:
PUBLIC RELATIONS MANAGER
SHANETTA MCDONALD
SHANETTA.MCDONALD@MOVEMBER.COM
310-450-3331**



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