



**MEDIA RELEASE**

### **Wear the beads of change to help Change the Face of Men's Health**

27 October 2014 – Thousands of men around the world get their upper lip hairy in November to raise awareness and funds for men's health issues including prostate and testicular cancer. Besides signing up on [www.movember.com](http://www.movember.com) and growing a Mo, this Movember you can also show your support for the cause by purchasing a Movember Relate bracelet.

The new Mo Sista bracelet is made of vibrant tangerine beads and the Mo Bro bracelet is made of dark coconut beads. Both carry the trademark "R" pewter bead that is the organisation's stamp of transparency. The closing of the bracelets is in the shape of a moustache and proceeds from the sales of the bracelets will go towards Movember's survivorship and research programmes implemented and managed by the organisation's South African Men's Health Partner, the Cancer Association of South Africa (CANSAs).

"Every year Movember has a new theme. This year's theme, Made in Movember, is all about local and handmade products – and of course moustaches – favouring the authentic over the mass produced," says Garron Gsell, Country Manager of Movember South Africa.

"I can't think of a better suited product to promote Movember than the Relate bracelets which are hand crafted and make a difference in the lives of the people that produce them. Not only will Mo Bros and Mo Sistas be helping the Movember cause, they will be supporting worthy and successful social development," adds Gsell.

Relate is a 100% not-for-profit social enterprise with a uniquely sustainable business model which ensures that approximately one third of bracelet proceeds will be donated to Movember, one third providing earning opportunities and skills training for local bracelet-makers and supporting local enterprise development initiatives, and one third covering material and running costs.

So wear your heart on your sleeve and your Mo on your face and your wrist this Movember. It's a 100% good idea for 100% excellent causes.

Movember bracelets are available at selected Woolworths stores nationwide.

To sign up for Movember, or to find out more about how we aim to have an everlasting impact on the face of men's health, please visit [www.movember.com](http://www.movember.com). For more information on Relate cause bracelets, please visit [www.relate.org.za](http://www.relate.org.za).

ENDS

Notes to editor:

### **ABOUT RELATE**

Relate is a 100% not-for-profit social enterprise that creates opportunities to change lives through the making and selling of handmade bracelets. Relate's uniquely sustainable business model sees approximately one third of bracelet proceeds\* donated to specific causes, one third providing earning opportunities and skills training for local bracelet-makers and supporting local enterprise development initiatives, and one third covering material and running costs. (\*Approximate portions are based on our wholesale price excluding VAT.) [www.relate.org.za](http://www.relate.org.za)

Relate Bracelets Social Media Links

Facebook: <https://www.facebook.com/RelateBracelets>

Twitter: <https://twitter.com/RelateBracelets>

Pinterest: <http://www.pinterest.com/relatebracelets/>

LinkedIn: <http://www.linkedin.com/company/relate-bracelets>

You Tube: <http://www.youtube.com/channel/UCey4HHYfSV7VMTINK0tX41A>

Instagram: <http://http://instagram.com/relatebracelets>

Google+: <https://plus.google.com/115746955002194610044/posts>

### **ABOUT MOVEMBER**

**Movember** is an annual campaign in 21 countries around the globe to "Change the Face of Men's Health" that started in Australia in 2003. With the support of their Mo Sistas, Mo Bros start the month with a clean-shaven face and for the rest of November (Movember), groom, and grow their way into the annals of fine moustachery to become walking, talking billboards raising awareness and funds for the often ignored issue of men's health. Mo Bros seek out sponsorship for their Mo-growing efforts and at the end of the month, celebrate by hosting their own Movember party or attending one of Movember's Gala Partés. Individuals, groups and corporates are encouraged to register on [www.movember.com](http://www.movember.com) from 15 September 2014 and start clean shaven on 1 Movember. Join in the fun or follow the campaign on [Facebook](#) and [Twitter](#).

### **Social media channels:**

#tag: #MovemberRSA

Facebook: <https://www.facebook.com/MovemberSouthAfrica>

Twitter: @MovemberRSA

### **ABOUT CANSA**

CANSA offers a unique integrated service to the public and to all people affected by cancer. As a leading role-player in cancer research (more than R5 million spent annually), the scientific findings and knowledge gained from the research is used to realign its health programmes as well as strengthen its watchdog role to the greater benefit of the public. CANSA's health programmes

comprises health and education campaigns, CANSA Care Centres that offer a wide range of care and support services to those affected by cancer, offer stoma and other clinical support and organisational management, medical equipment hire as well as a toll-free line to offer information and support. They also supply patient care and support in the form of 12 CANSA Care Homes in the main metropolitan areas for out-of-town cancer patients plus one hospitium based in Polokwane, as well as a CANSA TLC Nicus Lodge for parents and guardians of children undergoing cancer treatment. Read more about how CANSA fights cancer in your community: visit [www.cansa.org.za](http://www.cansa.org.za) or contact CANSA toll-free 0800226622 or at [info@cansa.org.za](mailto:info@cansa.org.za) email address. Follow CANSA on Twitter: @CANSAs (http://www.twitter.com/@CANSAs) and join CANSA on Facebook: [CANSAs The Cancer Association of South Africa](https://www.facebook.com/CANSAs)

Issued on behalf of Movember

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