



Rolux and Cricket SA announce official Protea's Mo Off

4 November 2014 – As men around the world embark on their annual moustache growing adventure in aid of men's health issues, this year, two South African cricketers as well as their bowling coach have taken up the Movember challenge ahead of their series against Australia.

In an effort to help *Change the Face of Men's Health*, Cricket South Africa and Rolux, as official partners, have launched the *Rolux Cricket South Africa Mo Off* which will include Protea's cricketers, JP Duminy, Vernon Philander, and bowling coach Allan Donald growing and grooming their Mo's for the 30 days of Movember – ensuring that they will be going head-to-head with the Aussies on and off the field.

Movember is responsible for the sprouting of moustaches on the faces of millions of men around the world each November. The organisation's vision is to change the face of men's health by getting men to grow moustaches for the month while raising funds and awareness for men's health issues, including prostate and testicular cancers: putting a fun twist on a serious topic and using the moustache as a catalyst to drive awareness.

"Movember is a fantastic initiative," says SA cricketer, JP Duminy. "I'm taking part this year in an effort to create awareness, but more importantly, to get people talking about the dangers of and the measures they can take to help prevent prostate and testicular cancer. I probably don't sport the best 'Mo' in the team, but I think I have an added incentive to give it a good crack this year. I see a few of the Aussie players will also be growing their Mo's in support of the initiative so I guess it will be a fierce contest both on and off the field. May the best Mo win."

Started as a conversation between friends in Australia 11 years ago, Movember has a large and passionate "Mo Bro" and "Mo Sista" (as supporters of the campaign are affectionately referred to) supporter base in the country. The Rolux Cricket South Africa Mo Bro's will be up against Australian players Mitchell Johnson, Mitchell Starc, David Warner, Glenn Maxwell, Aaron Finch and Coach Darren Lehmann who will all be sporting their Mo's for Movember this year.

As these Mo Bros groom their way through the 30 days of Movember, they effectively become walking-talking billboards for men's health issues, driving conversation, and in turn awareness, while securing donations or sponsorship for their moustaches through their grooming efforts and fine moustachery. You can follow the *Rolux Cricket South Africa Mo Off team's* progress and support Movember by pledging to the team's "Mo Space" page on <http://za.movember.com/team/1516161>.

Women are reminded that Movember is not only for their hairier halves – Mo Sistas play an important role in acting as catalysts, encouraging the men in their lives to sign up, rallying the men in the office into teams, while pledging their support and opening dialogue around men's health.

Each year the Movember campaign has a new theme to ensure that it is relevant and remains fun and fresh. This year's theme, "Made in Movember", mirrors the global trend of discarding the mass-produced in favour of supporting locally-produced and authentic, home-grown products, heroes and of course moustaches.

"Rolux, as a proudly South African brand, is really excited to be a part of this fundraiser event and the challenge seems to fit appropriately in a fun way for many reasons," says Haim Orlovik, SA Leisure CEO. "Rolux is hitting the peak of our mowing season and what better way to highlight the season with our aligned partners, Movember South Africa and Cricket South Africa, during the South African and Australian tour."

The funds raised by Movember's Mo Bros' & Mo Sistas' efforts fund survivorship and research programmes that are developed in conjunction with Movember South Africa's men's health partner, the Cancer Association of South Africa (CANSA). These programmes, in their pilot phases, aim to provide men with the best choices and treatment options available.

"Cancer is a disease that affects many people across the globe so any initiative that can grow awareness will always be important," adds SA cricketer, Vernon Philander. "I've grown a Mo before, I was actually quite proud of it, so I'm really looking forward to what this Movember will bring. Hopefully our participation will get people talking, donating and growing."

It is not too late for Mo Bro's and Mo Sista's to sign up to this year's Movember campaign – be sure to visit Movember.com to support our local cricketers, to sign up and for more information on how you can help change the face of men's health.

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NOTE TO EDITORS:

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 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 ROLUX

SA Leisure (Pty) Ltd acquired the iconic 80's brand in late 2012, and since then has been enthusiastically growing and developing into the Rolux product offering and extending the Rolux

ranges. From petrol and electric lawnmowers, the range has evolved into trimmers, brushcutters, blower-vacs and recently chainsaws. It is with great evolution of the Rolux brand that SA Leisure is providing South Africans with a truly home grown, strong and reliable range of garden equipment. Rolux, Tough, Rugged, Built for Africa!

ABOUT BIG JIM

We are proud to have our Big Jim cooler boxes involved in such a fitting South African environment. Our Big Jim 25L cooler boxes have recently been upgraded to a modern look and feel with a fresh new look across the whole range. This is just the start of illustrating our pride in one of the most popular South African consumer products. The Big Jim brand and cricket are synonymous with great summer traditions of the South African culture which is inspiring for future developments in the cricket environment.

ABOUT SA LEISURE (Pty) Ltd

SA Leisure (Pty) Ltd was founded in 1989 is currently one of the largest producers of quality consumer goods for South African consumers. We pride ourselves in our local roots and our three local manufacturing facilities, where we employ over 500 people. We aim to continue evolving with our proudly South African achievements and aim to continuously produce functional, practical, and desirable products to suit the unique needs of South African consumers for many years to come. We are proud to own a host of brands which categorise our various products in the OUTDOOR, GARDEN, DIY, OFFICE and HOME environments, such as Wolf Garden, Rolux, Big Jim, SAL Outdoor, Buddi and Miss Molly.

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 or contact CANSA toll-free 0800226622 or at info@cansa.org.za as email address. Follow CANSA on Twitter: @CANSA (<http://www.twitter.com/@CANSA>) and join CANSA on Facebook: [CANSA The Cancer Association of South Africa](https://www.facebook.com/CANSATheCancerAssociationofSouthAfrica)

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