



**Movember MOVE: Mo's on the go**

*6 November 2014* – Each year, as part of the Movember campaign, men around the world commit to signing up on [www.movember.com](http://www.movember.com) and growing a moustache for November in the name of men's health. A major focus of Movember is raising awareness and opening dialogues about issues that affect men as well as the promotion of the need to improve your general health.

As part of this awareness campaign, Movember encourages you not only to grow a Mo for 30 days, but to know the numbers that affect your health: find out about your family medical history, go for medical checks, be familiar with your body and any unusual changes, and reach out for help if you suspect something is wrong. Movember also calls for you to make a commitment to be more active over the month, incorporating exercise into your daily routine under the Movember MOVE initiative.

It is estimated that the risk of heart disease, diabetes and cancer can be lowered by up to 50% through incorporating moderate exercise into your daily routine. Although relatively few studies have looked at the impact of exercise specifically on prostate and testicular health, the ones that have suggest that regular physical activity lowers the risk of developing these cancers and also lowers the mortality rates of men diagnosed with these diseases.

Being active is one of the best things you can do for your health. Making a MOVE can improve your general well-being and health, not to mention it can combat fatigue, aches and pains, as well as mood, anxiety and depression.

"We all know that being active and doing more exercise has benefits for our health, but often life gets in the way and we struggle to factor in the time to MOVE," says Garron Gsell, Country Manager of Movember South Africa. "During Movember, as you look in the mirror each morning, let your Mo act as a reminder to the commitment you have made to do more for your health –get out there and MOVE your Mo!"

The facts are clear; we all need to MOVE a little more. MOVE asks you to pledge half an hour of your day to a physical activity that you enjoy or can easily access. Whether it is walking to work, taking the stairs, doing a yoga class, going for a surf or cycling around your neighbourhood – commit to anything that gets you moving a little more than usual. As long as your Mo is moving, you are headed in the right direction and taking positive steps towards improving your health.

Getting your Mo moving is free, easy and has an immediate effect. It's one of the best treatments for good health, so make the first MOVE. Every single MOVE counts.

To hear more about the importance of moving or the Movember MOVE initiative, check out **Mo Bro Dr Mike's video** or visit [www.movember.com](http://www.movember.com).

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#### **Notes to editor:**

#### **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: @CANSA (<http://www.twitter.com/@CANSA>) and join CANSA on Facebook: [CANSA The Cancer Association of South Africa](https://www.facebook.com/CANSATheCancerAssociationofSouthAfrica)

#### **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

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