



Made in Movember

Movember is responsible for the sprouting of moustaches on millions of men's faces around the world and in South Africa in November each year – raising funds and awareness for men's health issues, specifically prostate and testicular cancer.

In South Africa there is still a stigma around testicular and prostate cancer and often men don't talk about issues they are experiencing and concerns they may have, which impacts on early detection.

Movember encourages men to become Mo Bros by signing up on www.movember.com from 15 September when the new fresh-look campaign launches. The rules require each Mo Bro to start 1 Movember clean shaven and to grow and groom a moustache for the entire month, effectively becoming a walking, talking billboard for the 30 days of Movember. Through this action of growing a Mo, and encouraging others to do the same, Mo Bros prompt private and public conversation around the often ignored issues of men's health.

With the support of Mo Sistas, who are also asked to sign up on www.movember.com, Movember is driving the message that early detection is key: annual health checks are vital, along with a monthly testicular self-examination which can help make you aware of your body and able to note any changes.

In addition to awareness and education generated from the Movember campaign, the funds raised from Movember South Africa'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 aim to provide men with the best choices and treatment options available.

To help spread awareness and *Change the Face of Men's Health*, sign up on www.movember.com as an individual, create/join a team, or get your company to participate in a network challenge – don't forget to start 1 Movember clean shaven and grow and groom your Mo for the month of November.

Get checked, know your numbers, sign up as a Mo Bro and grow a Mo! Together we can Change the Face of Men's Health.

Social media channels:

Twitter: @MovemberRSA

#tag: #MovemberRSA

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