



Movember: Coming to a 'local' face near you

29 September 2014 – With only a few short weeks until the start of Movember – where men once again take up the challenge to grow a moustache after starting clean shaven on 1 Movember – upper lips across the country are already twitching in anticipation.

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.

The global Movember 2014 campaign officially kicked off this month with the launch of this year's theme, *Made in Movember*. From 15 September, Mo Bros and Mo Sistas, as the supporters of Movember are affectionately known, have been signing up on the new look website, www.movember.com.

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.

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 issues.

"This year's Made in Movember theme is inspired by the global trend of proudly supporting locally grown and manufactured products," says Garron Gsell, Country Manager of Movember South Africa. *"It encourages the authenticity of putting in the time and effort to create something exceptional and worthwhile – like growing an awesome mo in Movember."*

Upon registering, there is the choice to participate as an individual or to start or join a team – which has proven to be more fun and effective in creating awareness. The rules are simple, once registered or reregistered (as required each year for every campaign), Mo Bros start clean shaven on 1 Movember and grow a mo for the month, pledging funds and sponsorship towards their mo growing efforts, which is tracked on their Mo Space pages on the website. Mo Sistas also sign up and pledge their support on www.movember.com, making up 10% of the sign ups.

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.

“Movember’s goal is to change the way men look at their health – to make them aware of the risks and signs and ensure that they know their family’s medical history,” adds Gsell.

“By putting a fun twist on a serious topic, the campaign helps to remove the stigma attached to these serious men’s health issues and essentially saves lives through promoting early detection and by driving survivorship programmes.”

Each year Movember culminates in a series of infamous gala partés (which will take place at the end of November) where the South African Man of Movember will be crowned, judged from the Men of Movember from each of the 4 cities.

Mo Bros and Mo Sistas can sign up or reregister on www.movember.com from 15 September.

Official Movember rules for growing and grooming a Mo:

1. Every year Mo Bros and Mo Sistas have to re-register on movember.com from 15 September when the new campaign and website goes live. Each Mo Bro must begin the 1st of Movember with a clean shaven face, growing and grooming a moustache for the month – the helpful style guide on the website will help you choose your ideal ‘home grown’ moustache.
2. For the entire month of Movember each Mo Bro must grow and groom a moustache.
3. There is to be no joining of the Mo to your side burns. That’s considered a beard.
4. There is to be no joining of the handlebars to your chin. That’s considered a goatee.
5. Each Mo Bro must conduct himself like a true gentleman...

ENDS

Note to editors:

CANSA: Cancer Association of South Africa (CANSA) is a community-driven and volunteer-based organisation that has been fighting cancer for the past 80 years. Started in 1931 by a group of medical professionals concerned about the high incidence of cancer, CANSA has grown to become one of the leading cancer NGOs in the South Africa with 45 offices around the country and more than 12 000 volunteers and 260 staff members.

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

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