

A man with grey hair and a mustache, wearing dark sunglasses, a dark suit jacket, a white shirt, and a patterned tie. He is smiling slightly and has his right hand near his chest. The background is a plain, light grey color.

**MADE  
IN  
MOVEMBER**  
USA

# MADE IN MOVEMBER

## GETTING IT GROWN



THE MOVEMBER FOUNDATION IS THE LEADING GLOBAL ORGANIZATION COMMITTED TO CHANGING THE FACE OF MEN'S HEALTH. WE ACHIEVE THIS BY CHALLENGING MEN TO GROW MOUSTACHES DURING MOVEMBER (THE MONTH FORMERLY KNOWN AS NOVEMBER) TO SPARK CONVERSATION AND RAISE FUNDS FOR PROSTATE CANCER, TESTICULAR CANCER AND MENTAL HEALTH PROBLEMS.

SINCE 2004 THE MOVEMBER COMMUNITY HAS RAISED OVER \$550 MILLION AND HAS FUNDED MORE THAN 800 PROGRAMS TO DATE, IN 21 COUNTRIES. THIS WORK IS SAVING AND IMPROVING THE LIVES OF MEN AFFECTED BY PROSTATE CANCER, TESTICULAR CANCER AND MENTAL HEALTH PROBLEMS.

FOR MORE INFORMATION  
ABOUT THE ORGANIZATION VISIT

[MOVEMBER.COM](http://MOVEMBER.COM)

FOR INQUIRIES  
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# MADE IN MOVEMBER

## PRESS RELEASE



## THE GLOBAL MEN'S HEALTH CHARITY, MOVEMBER, IS BACK TO CHANGE THE FACE OF MEN'S HEALTH

FOR MORE INFORMATION ON MOVEMBER, PLEASE VISIT

[MOVEMBER.COM](http://MOVEMBER.COM)

### USA – MOVEMBER 2014

The [Movember Foundation](http://Movember.Foundation) is the leading global organization committed to changing the face of men's health. We achieve this by challenging men to grow moustaches during Movember (the month formerly known as November) to spark conversation and raise funds for prostate cancer, testicular cancer and mental health problems.

Since Movember's humble beginnings in 2003 in Melbourne, Australia when 30 men grew moustaches, Movember has become a truly global movement, inspiring more than 4 million men and women to participate across 21 countries. The Movember community has raised over \$550 million, and has funded more than 800 [programs](#) to date. This work is saving and improving the lives of men affected by prostate cancer, testicular cancer and mental health problems.

Men and women [sign up](#) at [Movember.com](http://Movember.com) to grow or support only the moustache. Men start November 1 clean-shaven and grow their moustache for 30 days, getting friends, family and colleagues to donate to their moustache-growing efforts.

Men (also known as Mo Bros), with their new moustaches, become walking, talking billboards. Similar to a run or walk for charity, they use their hairy ribbon to spark conversations around the often ignored issue of men's health and seek to raise funds to support the work of the Movember Foundation.

Movember's not just for men. Women who support men's health, known as Mo Sistas, are an important part of Movember's success. They [get involved](#) in the same way as men, except they don't need to grow a moustache. They sign up at [Movember.com](http://Movember.com), start a team, recruit the men in their lives to participate, donate, fundraise, plan and participate in events. Most importantly they rally the men in their lives to join the movement, grow moustaches and have important conversations about men's health.

"The Movember moustache is leading the charge in raising crucial awareness and funds for men's health. We encourage Movember participants to fully embrace the movement and have meaningful conversations with friends, family and colleagues in support of the cause," said Mark Hedstrom, US Country Director for Movember. "We look forward to seeing our community growing and supporting the moustache again this year and making it the biggest and hairiest one yet!"

Meaningful strides have been taken toward achieving our goals, but there is more work to be done. Each of the causes we support remains in desperate need of further funding, and continue to be issues that men are often uncomfortable discussing. We're committed to raising vital funds and awareness to improve the lives of men and their families. Sign up at [movember.com](http://movember.com) to join the movement and have an everlasting impact on the face of men's health.

### ABOUT THE MOVEMBER FOUNDATION

The Movember Foundation's vision is to have an everlasting impact on the face of men's health. We do this by getting men to grow moustaches during Movember (the month formerly known as November) to spark conversation and raise funds for prostate cancer, testicular cancer and mental health. Together with the Movember community we have raised over \$550 million, and has funded more than 800 world-class programs in 21 countries. We're committed to changing the face of men's health and won't stop growing as long as serious men's health issues remain.

MOVEMBER IS FULLY ACCREDITED BY THE BETTER BUSINESS BUREAU, AND FOR THE PAST TWO YEARS, HAS BEEN NAMED A TOP 100 BEST NGO BY THE GLOBAL JOURNAL. FOR MORE INFORMATION PLEASE VISIT [MOVEMBER.COM](http://MOVEMBER.COM)

MOVEMBER IS A REGISTERED 501(C)(3) CHARITY.



FOR MORE INFORMATION ON  
MOVEMBER, PLEASE VISIT  
[MOVEMBER.COM/ABOUT](http://MOVEMBER.COM/ABOUT)

**WHO**  
THE MOVEMBER FOUNDATION IS THE LEADING GLOBAL ORGANIZATION COMMITTED TO CHANGING THE FACE OF MEN'S HEALTH. WE ACHIEVE THIS BY CHALLENGING MEN TO GROW MOUSTACHES DURING MOVEMBER (THE MONTH FORMERLY KNOWN AS NOVEMBER) TO SPARK CONVERSATION AND RAISE FUNDS FOR PROSTATE CANCER, TESTICULAR CANCER AND MENTAL HEALTH PROBLEMS.

**WHEN**  
Movember started in Melbourne, Australia in 2003. It is now seen around the globe every November 1st - 30th, with campaigns in 21 countries.

**WHY**  
To create conversations about men's health and to find breakthrough solutions that produce tangible improvements in the lives of those dealing with prostate cancer, testicular cancer and mental health problems.

**HOW**  
Mo Bros (guys who grow a Mo) sign up online. Starting clean-shaven on November 1st then donate their face for 30 days by growing and grooming the best moustache they can muster, raising funds and awareness along the way.

Women (known as Mo Sistas) play a key supporting role by signing up as team captains, recruiting Mo Bros, helping to raise funds, and also encouraging the men in their life to action when it comes to their health.

**FUNDS**  
Funds raised are committed to combatting prostate cancer, testicular cancer and mental health problems and have supported over 800 men's health [programs](#) to date.

Our goal is to make a significant impact on men's health through increased understanding of the health risks men face, encouraging men to take action to remain well, and ensuring that when men are sick they know what to do and take action. Specifically:

**PROSTATE CANCER**  
Men living with and beyond prostate cancer have the treatment and care needed to be physically and mentally well.

**TESTICULAR CANCER**  
Men living with and beyond testicular cancer have the treatment and care needed to be physically and mentally well.

**MENTAL HEALTH**  
Men and boys are mentally healthy and take action to remain so. Those who experience mental health problems take action early and live lives free of stigma and discrimination.

# MADE IN MOVEMBER THE HAIRY FACTS

IF YOU'D LIKE A COPY OF SOURCES  
FOR THIS DATA, PLEASE CONTACT  
[INFO.US@MOVEMBER.COM](mailto:INFO.US@MOVEMBER.COM)

## MEN'S HEALTH

**-5**

Average life expectancy for men in the United States is almost five years less than women (presently 76.2 years compared to 81 years)

**6.7%**

Around 15 million American adults (6.7% of the population) are diagnosed with depression each year.

**1 IN 2**

1 in 2 men will be diagnosed with cancer in their lifetime.

**1/3**

More than one-third of adults (34.9%) in the United States are obese.

**12.1%**

12.1% of men 18 years and over are in fair or poor health

## PROSTATE CANCER

**#2**

Prostate cancer is the 2nd most common cancer in men in the United States.

**233,000**

In 2014, more than 233,000 men will be diagnosed with prostate cancer.

**1 IN 7**

1 in 7 men will be diagnosed with prostate cancer in their lifetime.

**29,480**

1 in 36 men will die from prostate cancer (about 29,480 men) accounting for about 22% of all male deaths from cancer.

**+**

Risk of being diagnosed with prostate cancer increases with age.

## TESTICULAR CANCER

**15-35**

Testicular cancer is the most common cancer in young men aged 15 - 35 years.

**8,820**

About 8,820 new cases of testicular cancer are diagnosed in men each year.

**380**

About 380 men will die of testicular cancer.



Testicular cancer is generally rare in non-Caucasian populations worldwide.

**99%**

The five-year relative survival rate for men in the United States with localized testicular cancer is 99%.

## MENTAL HEALTH

**1 IN 4**

1 in 4 adults in the United States will experience a mental health problem in a given year.

**6.7%**

Around 15 million American adults (6.7% of the population) are diagnosed with depression each year.

**1 IN 5**

1 in 5 adults each year experience an anxiety disorder.

**38,364**

In 2010, a total of 38,364 Americans died by suicide and over three-quarters (79%) of these suicides were men.

**x4**

More than four times as many men as women die by suicide in the United States.

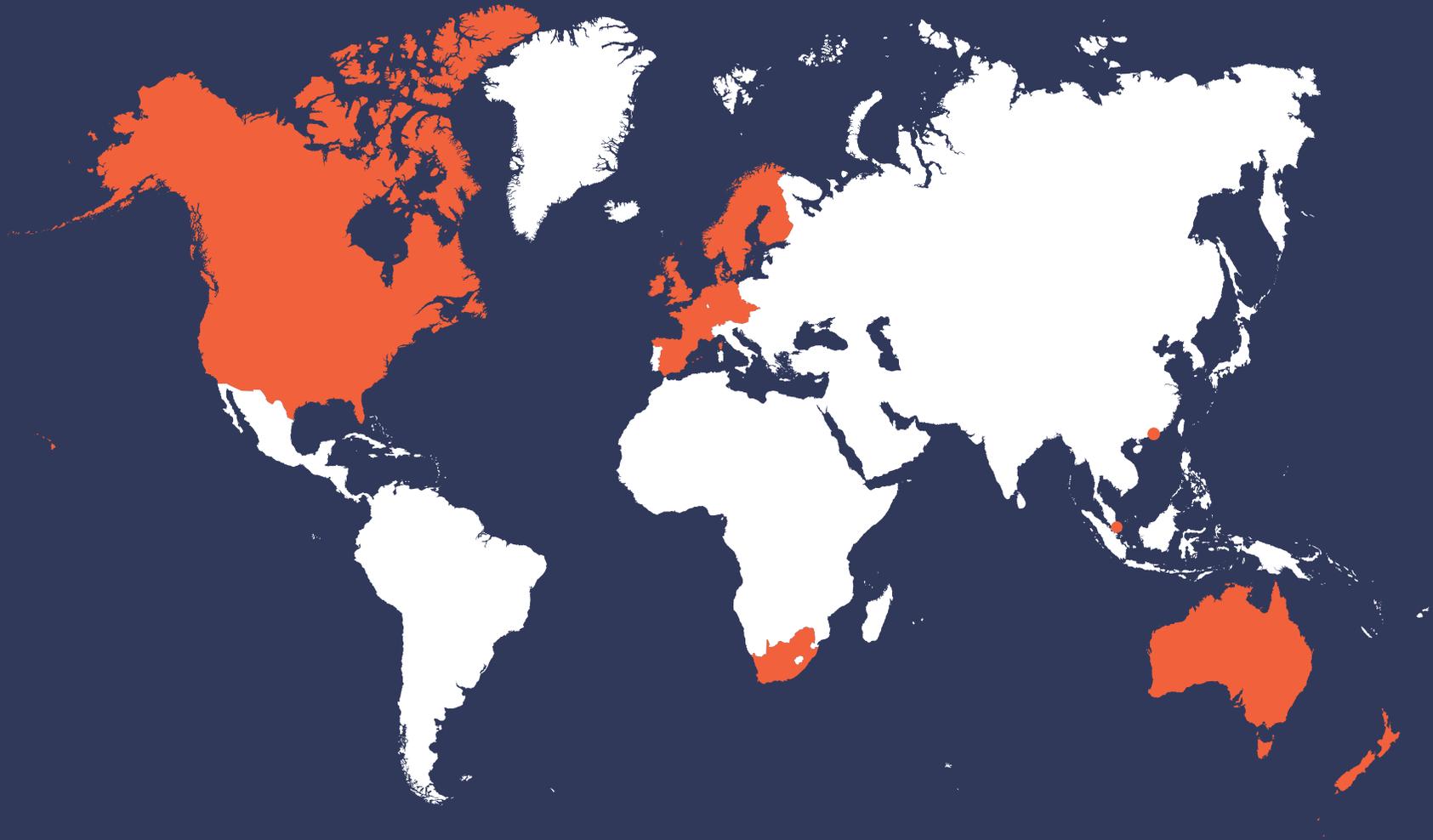
# MADE IN NOVEMBER

## IT'S BEEN A HAIR RAISING JOURNEY



Since 2003, more than 4 million moustaches have been grown worldwide. The Movember community has raised over \$550 million and has funded more than 800 programs to date, in 21 countries. This work is saving and improving the lives of men affected by prostate cancer, testicular cancer and mental health problems.

TO FIND MORE OUT ABOUT OUR FUNDED PROGRAMS VISIT OUR [REPORT CARDS](#)



### WE'RE GROWN IN

Australia  
Canada  
Ireland  
New Zealand  
South Africa  
United Kingdom  
United States  
Austria  
Belgium  
Czech Republic  
Denmark  
Finland  
France  
Germany  
Hong Kong  
Netherlands  
Norway  
Singapore  
Spain  
Sweden  
Switzerland

# MADE IN MOVEMBER

## INTERVIEW OPPORTUNITIES



We are honored to receive many inspiring stories from the Movember community. If you're interested in crafting a story about the power of the moustache, we can put you in touch with a participant to learn first hand about their Movember journey.

We can also assist in arranging interviews with official Movember spokespeople or ambassadors.

FOR FURTHER INFORMATION  
ABOUT INTERVIEW OPPORTUNITIES  
PLEASE CONTACT

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# MADE IN MOVEMBER ASSETS

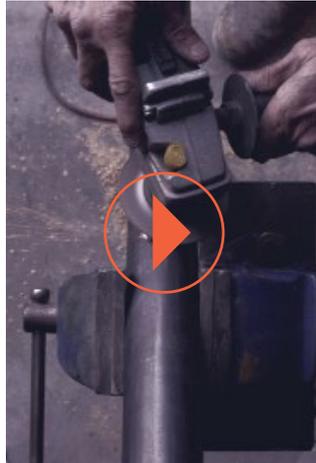


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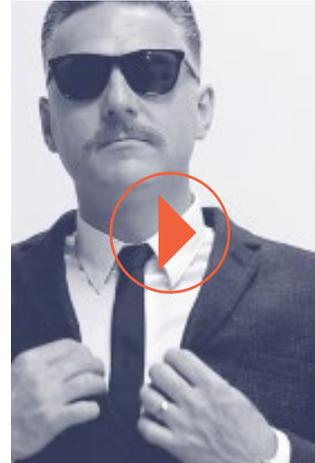
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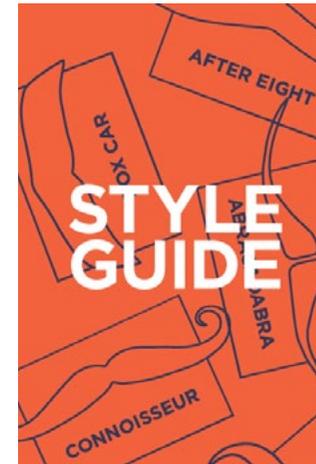
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# MADE IN MOVEMBER

## LET'S TALK



To stay up to date with Movember's latest news and announcements visit our Media Room.

**MADE IN MOVEMBER**  
[MEDIA ROOM](#)

**ALTERNATIVELY YOU CAN  
CONTACT OUR PR TEAM  
AT ANY TIME**

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A photograph of two hands held palm-up against a light grey, textured wall. The fingers are coated in dark dirt or ink. Both wrists feature intricate black tattoos. The left wrist has a circular, mandala-like design, while the right wrist has a more abstract, geometric pattern.

MADE IN NOVEMBER

# SUPPORTING LOCAL MAKERS AND GROWERS

[MOVEMBER.COM](https://www.november.com)