**FOR IMMEDIATE RELEASE**

xx October 2015

**<Town/suburb/business> is ready to Mo!**

As the hairy season fast approaches, <Town/suburb/business> locals are getting their upper lips primed for the coming moustache season, as they make the pledge to get hairy for Movember to raise funds and awareness for men’s health.

With suicide the greatest killer of Aussie men aged 15 to 44 years and more men dying from prostate cancer than women from breast cancer, growing a Movember moustache is more important than ever to help generate conversations about men’s health.

Locals from <Town /suburb/business> know the value of a hairy lip, with many committing to grow next month to help change the face of men’s health.

<insert local details if there is an event or personal story associated with town’s involvement>

The purpose of a Movember moustache is to create connections and get blokes talking, which will lead to them discussing the bigger things in life and taking action when it comes to their health.

“Too many men don’t talk, don’t take action and die too young. For the month of Movember, men in <Town/suburb/business> will become walking, talking billboards for men’s health,” said Mr/Ms <your last name>.

Since starting in Melbourne in 2003, more than five million people have joined Movember, raising funds and awareness and helping fund over 1,000 men’s health projects globally in the areas of prostate cancer, testicular cancer, poor mental health and physical inactivity.

Join the movement – grow, give and MOVE this Movember by signing up and donating at [Movember.com](https://au.movember.com/).

**About the Movember Foundation**

The Movember Foundation is a global men’s health charity. The Foundation raises funds that deliver innovative, breakthrough programs that allow men to live happier, healthier and longer lives. Millions have joined the men’s health movement, raising $680 million and funding over 1,000 projects focusing on prostate cancer, testicular cancer, poor mental health and physical inactivity. For more information and to donate to Movember, visit [Movember.com](https://au.movember.com/).

**Contact**

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