



**MOVEMBER FOUNDATION
PRESS KIT**

CREATING A BETTER WORLD FOR MEN

WHO WE ARE

THE MOVEMBER FOUNDATION IS A GLOBAL MEN'S HEALTH CHARITY. THE FOUNDATION RAISES FUNDS THAT DELIVER INNOVATIVE, BREAKTHROUGH RESEARCH AND SUPPORT PROGRAMS THAT ALLOW MEN TO LIVE HAPPIER, HEALTHIER AND LONGER LIVES. MILLIONS HAVE JOINED THE MEN'S HEALTH MOVEMENT, RAISING CAD \$676 MILLION AND FUNDING OVER 1,000 PROJECTS, FOCUSING ON PROSTATE CANCER, TESTICULAR CANCER, POOR MENTAL HEALTH AND PHYSICAL INACTIVITY.

OUR VISION IS TO HAVE AN EVERLASTING
IMPACT ON THE FACE OF MEN'S HEALTH.

WHY WE DO

WHAT WE DO

Around the world, the statistics about men's health tell us that more action is needed to tackle the specific issues that affect men's health. There is an urgent need to make men's health a priority issue, alongside the health and wellbeing of the women and children in our communities.

We want to increase awareness and find breakthrough solutions that improve the quality of life and the chances of survival for men living with these cancers.

Gender-based inequality in health has received little national, regional or global acknowledgement or attention from health policy-makers or health-care providers. This is exactly why the Movember Foundation focuses on men's health. This is why Mo Bros and Mo Sistas from across the globe become a united voice every Movember, bringing vital funding and attention to the hidden men's health crisis.



FOR MORE INFORMATION
PLEASE VISIT
MOVEMBER.COM

BUILDING A GLOBAL MOVEMENT

WHAT WE DO

WE'RE CREATING POSITIVE CHANGE FOR MEN'S HEALTH GLOBALLY THROUGH:

FUNDRAISING

During the 30 days of Movember, we challenge men and women to raise funds by growing a moustache or making a commitment to MOVE. We're also the charity of choice for many people wanting to support men's health during the year, outside of Movember.

AWARENESS & EDUCATION

Moustaches equal conversation and we aim to prompt public and private conversation about men's health by encouraging men to get involved and grow a Mo during Movember. The guys growing, known as Mo Bros effectively becoming walking, talking billboards for men's health. Our aim is to then continue these conversations year round through things like Movember Radio and our on-going awareness and education program.

INVESTMENT

Our global footprint puts us in a unique position, allowing us to foster national and global collaboration and investment in high impact innovative research and support programs that improve health outcomes for men.

TRANSLATING KNOWLEDGE INTO ACTION

We not only undertake and invest in research; we share what we've learnt to accelerate new ideas into practice.



FOR MORE INFORMATION
PLEASE VISIT
MOVEMBER.COM

WHAT WE WANT MEN TO DO AND KNOW

WE WANT MEN TO LIVE HAPPIER, HEALTHIER, LONGER LIVES AND ARE COMMITTED TO ACHIEVING THIS THROUGH THE PROGRAMS WE FUND AND AWARENESS WE RAISE YEAR-ROUND. WE ENCOURAGE ALL MEN TO TAKE ACTION WHEN IT COMES TO THEIR HEALTH.

CHECK IN REGULARLY WITH FRIENDS AND FAMILY

It's all too easy to prioritize other aspects of your life but make sure you put effort into staying connected with friends – for your own benefit but also theirs too.

MOVE

The best thing you can do for your health is to stay active. How you MOVE is up to you. Whether it's a work out one day, a quick jog at lunchtime the next, an hour at the ping-pong table, or an epic bike ride, no MOVE is too big or small.

TALK ABOUT THE BIG STUFF IN LIFE

The break up of a relationship, loss of a job, financial trouble or becoming a father are big moments in a man's life that happen to all of us. It's important to recognize the impact of these moments and know it's ok to talk about how you're coping with the change.

IF YOU NOTICE SOMETHING. DO SOMETHING

You know your body better than anyone. If you notice something isn't feeling right, don't put it off and hope that it goes away, go to the doctor and get it checked out. Early detection is the most important factor in treating the big issues.

KNOWLEDGE IS POWER

Family history is one of the most powerful tools to understanding your health. It affects your level of risk for cancer, diabetes, heart disease and stroke, among other illnesses. It all starts with a conversation; talk to your family and take note of illnesses that a direct relative has experienced.

Be sure to learn about relatives that are deceased as well.



FOR MORE INFORMATION
PLEASE VISIT
MOVEMBER.COM

MEN'S HEALTH HAIRY FACTS



FOR SOURCE INFORMATION
PLEASE CONTACT
REFERENCES@MOVEMBER.COM

PROSTATE CANCER

#1

Prostate cancer is the most common cancer among Canadian men.

1 IN 8

1 in 8 men will be diagnosed with prostate cancer in their lifetime.

11

On average, 11 Canadian men will die from prostate cancer every day.

23,600

In 2014, an estimated 23,600 Canadian men will be diagnosed with prostate cancer.

TESTICULAR CANCER

#1

Testicular cancer is the most common cancer in young Canadian men aged 15 - 29 years.

1,000

An estimated 1,000 Canadian men will be diagnosed in Canada in 2014.



The incidence of testicular cancer has increased steadily over the last several decades, but the reasons for this increase are poorly understood.



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

97%

The five-year relative survival rate is 97% for men with testicular cancer in Canada.

POOR MENTAL HEALTH

1 IN 5

1 in 5 of Canadians will experience a mental health problem each year.

3 IN 4

3 out of 4 deaths by suicide are men.

7

On average 7 men take their life each day in Canada.

11%

About 11% of men in Canada will experience major depression in the course of their lives.

5%

Almost 5% of men will experience an anxiety disorder.

PHYSICAL INACTIVITY

69%

69% of Canadian adults' waking hours are spent in sedentary pursuits.

24%

Only 24% of males met the Canadian Physical Activity requirements of the recommended 150 minutes of moderate-to-vigorous physical activity (in 10 minute periods) per week.

5.6%

5.6% of males reported that they were at least moderately active during leisure time in 2013.

GLOBAL CONNECTOR

21 COUNTRIES

5 MILLION MO BROS
AND MO SISTAS

\$676^{CAD} MILLION
RAISED SINCE 2003

1,000+ PROJECTS
FUNDED TO DATE



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

HOW TO GET INVOLVED

YEAR ROUND FUNDRAISING

The Movember Foundation encourages men, (known as Mo Bros) and women (known as Mo Sistas) to participate in awareness and fundraising activities year-round for men's health. There are always opportunities to be involved in events such as marathons, networking and community events etc. The Foundation encourages the Movember community to think of fun and disruptive ways to raise funds for men's health. We have had a Paralympian do the Kokoda trial, an 80-year-old Mo Sista abseil off a building or a Mo Bro walking on fire, to a Mo team cross country bike ride... the list grows and gets more innovative every year. We are humbled by the dedication and passion of the Movember community rallying together around the world by having fun, doing good and helping change the face of men's health.

MOVEMBER CAMPAIGN

The annual Movember campaign, held in November, is the primary fundraising campaign for the organization. During the month of 'Movember', we ask Mo Bros to grow a moustache and effectively become walking, talking billboards for men's health, sparking both private and public conversations. Mo Sistas also participate in raising funds during Movember. They support the Mo Bros in their lives, whether it's for their father, brother, son or partner, Mo Sistas are champions of men's health.

MOVE

MOVE is a 30-day fitness challenge directly linked to our vision of having an everlasting impact on the face of men's health. A world where men live happier, healthier and longer lives, starts with simply moving. The moustache starts a conversation about men's health and MOVE puts our vision into immediate action. We're challenging people to MOVE every day of Movember. 30 MOVEs in 30 days.

MOVE isn't just about fitness. It's about shaking up the routine. Trying something new. Moving in unusual ways. Challenging yourself. Getting your friends on board. Doing something good for you and Men's health. For Mo Sistas, MOVE is a way to do something tangible in the name of men's health, and for Mo Bros it's a new challenge.



FOR MORE INFORMATION
PLEASE VISIT
MOVEMBER.COM

MOVEMBER 2015 CAMPAIGN

THIS YEAR'S MOVEMBER CAMPAIGN HAS A POWERFUL MESSAGE - WE WANT MEN TO LIVE HAPPIER, HEALTHIER AND LONGER LIVES. WHETHER YOU GROW YOUR MO, MOVE, OR TAKE THINGS TO THE NEXT LEVEL AND DO BOTH, YOU'RE OUR CHAMPION FOR MEN'S HEALTH. THIS MOVEMBER IS SHAPED BY YOUR EXPERIENCE...



MOVEMBER

Shaped By EXPERIENCE.



MOVEMBER 2015 CAMPAIGN ASSETS



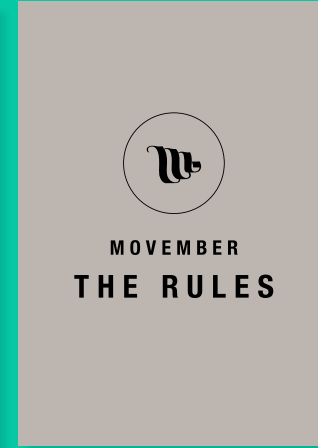
MOVEMBER IMAGES



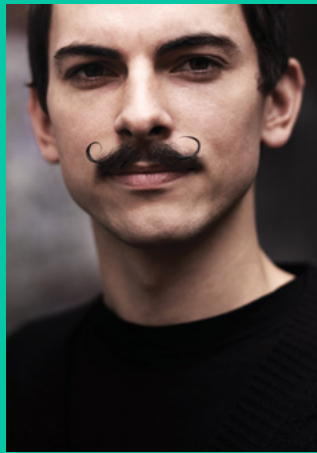
TVC



MOVEMBER RADIO



RULES



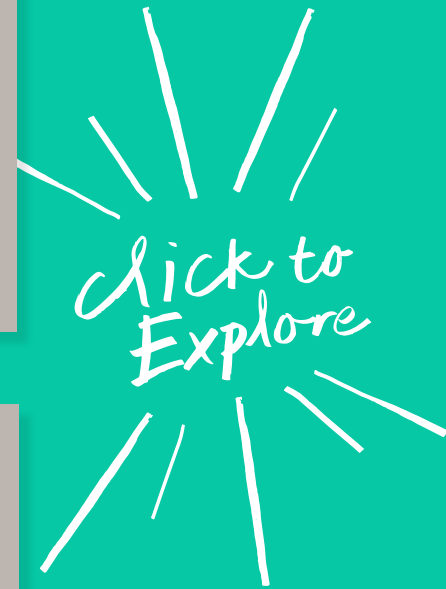
ABOUT MOVEMBER



LOGOS



STYLE GUIDE



WHAT WE CAN DO FOR YOU

WE RAISE AWARENESS FOR MEN'S HEALTH ALL YEAR-ROUND AND CAN HELP YOU ACHIEVE THE SAME THROUGH MOVEMBER AND BEYOND. IF YOU ARE INTERESTED IN GETTING IN CONTACT WITH US, WE CAN PROVIDE YOU:

INTERVIEWS WITH OFFICIAL
MOVEMBER FOUNDATION
SPOKESPEOPLE AND AMBASSADORS

PROGRAMS RELATED CASE STUDIES

RESEARCH INSIGHTS

MEN'S HEALTH INFORMATION & STATISTICS



ALTERNATIVELY YOU CAN
CONTACT OUR PR TEAM
AT ANY TIME

PR CONTACT
MEDIACA@MOVEMBER.COM

-  Media Room
-  movember.com
-  facebook.com/MovemberCanada
-  twitter.com/MovemberCA
-  instagram.com/Movember
-  youtube.com/user/MovemberTV



SEE YOU IN MOVEMBER
THANK YOU

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