



**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 NZ \$825 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 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.

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 initiatives 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 practise.



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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 prioritise 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 workout 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 recognise 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 commonly diagnosed cancer in New Zealand men.

1

On average 1 New Zealand men will die from prostate cancer every day.

1 IN 13

1 in 7 men will be diagnosed with prostate cancer before the age of 75.

3,000

Each year around 3,000 new cases are diagnosed in New Zealand.

TESTICULAR CANCER

#1

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

150

Around 150 men are diagnosed with testicular cancer annually in New Zealand.



Maori men have considerably higher rates of testicular cancer than non-Maori men in New Zealand.

99%

Relative survival rates for testicular cancer have also increased, with the five-year relative survival rate being 99%.

POOR MENTAL HEALTH

47%

Almost half of New Zealanders will experience a mental health problem at some time in their life.

1 IN 8

1 in 8 men will experience depression in their lifetime.

1 IN 5

1 in 5 New Zealanders will experience an anxiety disorder.

1

On average 1 man each day take their life through suicide in New Zealand.

75%

In 2012, a total of 549 New Zealanders died by suicide and three-quarters (75%) of these suicides were men.

PHYSICAL INACTIVITY

57%

57% of Kiwi men are physically active for at least 30 minutes on five or more days per week.

#4

Physical inactivity is the fourth leading risk factor for global mortality.

3,200,000

Approximately 3.2 million deaths globally each year are attributable to insufficient physical activity.

41%

41% of men in high-income countries don't exercise enough.

1 IN 8

1 in 8 (12%) adults in New Zealand are physically active for less than 30 minutes per week.

GLOBAL CONNECTOR

21 COUNTRIES

5 MILLION MO BROS
AND MO SISTAS

\$825^{NZD} MILLION
RAISED SINCE 2003

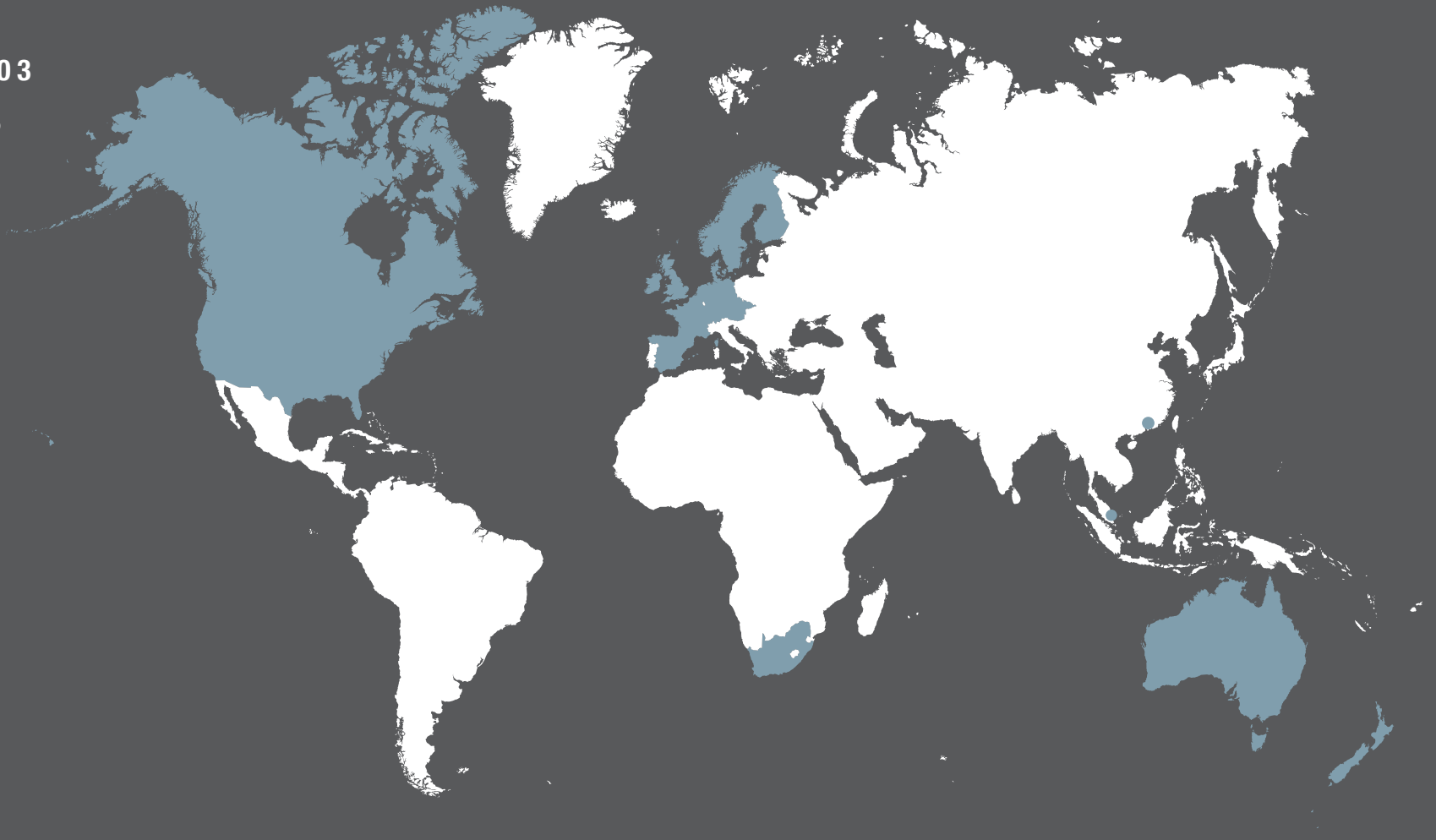
1,000+ PROGRAMS
FUNDED TO DATE



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. The Foundation encourages the Movember community to think of fun and disruptive ways to raise funds for men's health. 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 fundraiser for the organisation. 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.

For Mo Sistas, MOVE is a way to do something tangible in the name of men's health. 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 MORE INFORMATION
PLEASE VISIT
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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,
YOU'RE OUR CHAMPION FOR MEN'S
HEALTH. THIS MOVEMBER IS
SHAPED BY YOUR EXPERIENCE...



MOVEMBER

Shaped By EXPERIENCE.



MOVEMBER 2015 CAMPAIGN ASSETS



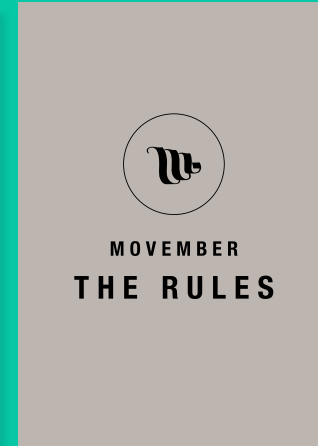
MOVEMBER IMAGES



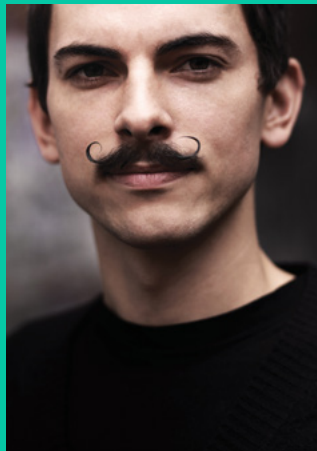
TVC



MOVEMBER RADIO



RULES



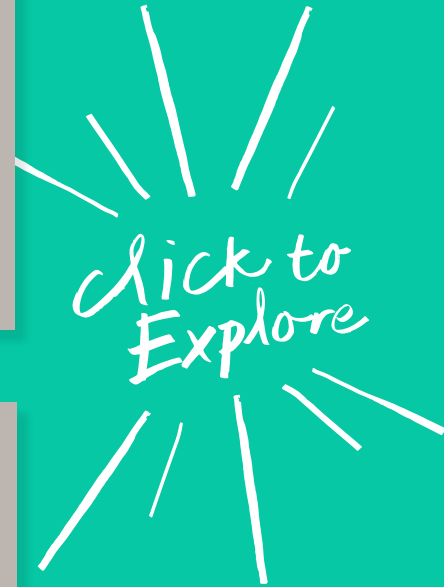
ABOUT MOVEMBER



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



FOR MORE INFORMATION
PLEASE CONTACT
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Media Room



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THANK YOU

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