



# THE MOVEMBER 100 CLUB. ARE YOU THE DIFFERENCE?

On Movember's 10 year anniversary, we're asking workplaces up and down the country to go bigger, better and hairier for men's health. And you're one of them. Will you throw your hat in the ring?

This is your workplace's official invite to be the difference in men's health. And have a hell of a good time along the way.

## WAIT, WHAT IS IT?

Movember is recruiting 100 companies who will pledge to raise £10,000, and more. Together we can raise £1million to help men live happier, healthier, longer lives.

You'll have the chance to track your team's progress against other companies to see who is leading the charge, win prizes and get involved in special events throughout Movember.

for more information visit [Movember.com](http://Movember.com).



## BUT WHY SHOULD WE?

### FOR YOUR COMPANY

The Movember 100 Club is a one-of-a-kind opportunity to show clients, colleagues, suppliers (and the world) that you're invested in the future of men's health.

It's also the chance for your company's Mo Bros and Mo Sistas to spend time havin' fun, doin' good.

### FOR MEN'S HEALTH

The funds you raise during Movember go towards supporting innovative world-class men's health programs in three key focus areas:

- **Prostate cancer**  
Funding the TrueNTH and Global Action Plan programs to allow ground-breaking research. This helps men living with prostate cancer access support to improve life before, during and after treatment.
- **Testicular cancer**  
Investing in research that will result in a better understanding of the disease and why some men relapse and others do not.
- **Mental health and suicide prevention**  
Encouraging and contributing to community level, hands-on approaches for men – allowing them to feel emotionally supported in all areas of their lives.

# HOW DO WE START?

First things first, you'll need to recruit your dream team.



## THE CAPTAIN

The proud leader of your Mo crew, the Captain is your go-to for recruiting, rallying and making a ruckus around the Mo. There's no Mo Bro prouder, louder or harder working than this guy right here.



## THE GROWER

Involved at the (hairy) roots of the cause, there'd be no Mo in sight without your legendary Growers. These teammates are willing sacrifice their faces during Movember – becoming walking, talking billboards for men's health. Good on 'em.



## THE MOVER

The walking, running, cycling, swimming, rowing extraordinaires who will Move it during the month of Movember, raising funds for men's health. Some are inherently active, others simply want to have a go. These men and women are huffing, puffing legends.



## THE HOST

The one who loves a good party (perhaps a bit too much), your Host is on call for organising that smashing Movember office do, cake sale or pub quiz. You name it, and they'll have their organisational charm in action.



## SIGN UP NOW

Email [businessmos@movember.com](mailto:businessmos@movember.com) or call 0207 952 2060.

Once your workplace is confirmed, you'll get:

- The Movember 100 Club welcome pack, with everything you need to get started
- Customised Movember 100 Club assets (think logos, images, social posts, templates, posters and more)
- Exclusive access to Movember 100 Club events, activities, and assets
- Loads of Prizes and rewards throughout the month
- Dedicated men's health session to inspire, engage, and motivate colleagues
- Dedicated fundraising and campaign support from Mo HQ
- Men's health information and campaign measurement support to help you spread the word

