



## news release

### THE MOVEMBER FOUNDATION ANNOUNCES THE 2015 U.S. CORPORATE PARTNERS JOINING THE GLOBAL MEN'S HEALTH MOVEMENT

#### *French's Mustard, Harry's, and Others Join this Year's Movember Campaign to Raise Critical Funds and Awareness for Men's Physical and Mental Health Programs*

**LOS ANGELES – (October 1, 2015)** – Movember, the hairiest month of the year, is almost here and a record 18 partners have joined this year's campaign. [The Movember Foundation](#), one of the largest global men's health charities investing in programs to address prostate cancer, testicular cancer, poor mental health, and physical inactivity is once again joining forces with key business and lifestyle partners to change the face of men's health.

Since 2003, the Movember Foundation has raised more than \$650 million and funded more than 1,000 world-class programs in 21 countries. As the Foundation has developed, so has its partnerships. Corporate partners increase visibility of the cause, raise critical funds through internal participation and marketing efforts, and create a remarkable experience for the Movember community.

"We are very excited to work with an amazing group of returning and new partners for this year's Movember campaign," said Mark Hedstrom, Country Director at Movember U.S. "We are proud to collaborate with great companies who are passionate about raising funds and awareness for men's health. With our partners' backing and the commitment of millions of supporters, the Movember Foundation can continue our vital year-round work to help men live happier, healthier, longer lives."

In the United States, the Movember Foundation's major partners are new collaborators French's Mustard and VISA Checkout and returning sponsor Harry's. 2015 supporting partners are Barbasol, Birchbox Man, CollegeHumor, Jameson Black Barrel, Progressive, SKYN Condoms and TOMS. Adidas, Amazon Prime, Chrome Industries, Craftsman, RPM Fitness, Sonos, The Giving Keys and Wanderlust have signed on as promotional partners.

This year the Foundation also debuted a new way for Movember supporters to participate in the movement – [MOVE](#). The challenge is to get active and MOVE every day of Movember – 30 MOVEs in 30 days. Men and women are encouraged to become official participants by registering at [Movember.com](#) and committing to grow a moustache, MOVE, or take things to the next level by doing both during the month of November.

As part of the MOVE initiative, the Foundation is also introducing the CxO Challenge and inviting top executives to MOVE for Movember! The Foundation has partnered with a number of business leaders, including Peter Kim, CEO of Hudson Jeans, Chris Silverman, CEO of Chrome Industries, and Jeff Krasno and Sean Hoess, Co-Founders of Wanderlust each of whom have committed to participate in MOVE. Soon they will challenge other leaders inside and outside of their organizations to join their efforts.

Links to Movember's partners can be found online at their [Friends of Movember](#) page and collaborative merchandise can be found at [Movember's online store](#).

To follow the campaign on social media, use the hashtags #Movember and #MOVE4Movember. For more information, please visit [www.Movember.com](http://www.Movember.com) and connect with Movember on [Facebook](#), [Twitter](#), [YouTube](#), [flickr](#), and [Pinterest](#).

## MAJOR PARTNERS

### **French's Mustard**

As a major partner of the Movember Foundation, French's is celebrating the partnership by introducing new Movember-themed Classic Yellow Mustard and Tomato Ketchup bottles. The Mo You Buy, the Mo We Give: For every purchase of a French's Movember bottle, French's will donate 10¢ to the Movember Foundation in support of men's health (up to \$250,000). Shoppers can help raise additional donations by snapping a photo of a moustached-bottle of French's and their favorite French's-worthy food, then sharing that photo on Twitter or Instagram using #Movember and #FrenchsMoustache. For every photo shared, French's will donate another \$1 to the Movember Foundation (up to an additional \$25,000). To learn more about how to get involved, visit [www.frenchsmoustache.com](http://www.frenchsmoustache.com) and join French's Movember network here: [monetwork.co/frenchs](http://monetwork.co/frenchs). All entries are bound by French's Terms of Service: <http://www.frenchs.com/terms-conditions/>.

### **Harry's**

Harry's is excited to partner again as the official razor partner for the Movember Foundation in the US and Canada. Together, we created a limited edition razor to celebrate the commitment that men make to grow their Movember moustaches and change the face of men's health. Harry's and Movember will reward participants who have signed up on [Movember.com](http://Movember.com) and have raised \$25 in donations by October 25th, 2015 – while supplies last. The custom razor, packaged in a starter shave set, will also be available on [Harrys.com](http://Harrys.com) with \$5 of every set sold going directly back to the Movember Foundation. Harry's and Movember will help guys kick off the month by activating barbershops across the US on Shave the Date: Movember 1st with complimentary shaves and razors. Throughout the month we'll educate guys about the Movember Foundation and the causes they stand behind. We'll provide tips on how to maintain the moustache and offer encouragement to growers and supporters through social media. We will also support collegiate Mo Bros and Mo Sistas through rewarding them with Harry's razors. Join Harry's Movember network here: [monetwork.co/Harrys](http://monetwork.co/Harrys).

## SUPPORTING PARTNERS

### **Barbasol**

Barbasol®, America's leader for a close, comfortable shave, is proud to return as an official partner of the [Movember Foundation](#), encouraging men to grow their moustaches during the month of November. In an effort to further support its alignment with this important cause, Barbasol will encourage participation in Movember by featuring the cause as part of its promotional campaign with the Blu-ray™ and DVD release of *Jurassic World*™, the #1 movie of the year. Fans of cinema and stylish moustaches alike can enter for a chance to win the Ultimate Home Theater System Sweepstakes. The grand prize includes a \$4,800 gift card toward the purchase of a home theater system, the *Jurassic World* Blu-ray, and a Barbasol prize pack! Plus, entrants who also sign-up to participate in the Movember movement will receive five bonus entries! Existing Mo Bros and Mo Sistas can claim the extra entries too. To learn more about the Ultimate Home Theater System Sweepstakes visit [Barbasol.com/JurassicWorld](http://Barbasol.com/JurassicWorld). Help raise awareness and join team Barbasol today: [monetwork.co/barbasol](http://monetwork.co/barbasol).

### **Birchbox Man**

[Birchbox Man](#), a leading grooming and lifestyle retailer offering a monthly subscription of personalized samples, has joined forces with the Movember Foundation to create a moustache maintenance box in support of those who are fighting for men's health. Subscribers will receive a curated assortment of essentials for a trim and tidy Movember, including grooming products from Brothers Artisan, Harry's, Ursa Major, PRORASO and DTRT. Birchbox Man will be donating \$25,000 to the Movember Foundation, \$4 for every box sold. New customers can sign up by Movember 10 to receive the Movember box (\$20/month for a subscription). Visit [www.birchbox.com/movember](http://www.birchbox.com/movember) for more information and help support the Birchbox Man Movember network here: [monetwork.co/BirchboxMan](http://monetwork.co/BirchboxMan).

### **CollegeHumor**

CollegeHumor is proud to return for a second year as the exclusive digital content creator for the Movember campaign. Building on last year's effort, CollegeHumor's 2015 campaign will see the debut of two hilarious, brand new CH Original videos inspired by the Movember initiative. The comedy brand will engage its massive social following—and #1 most-viewed comedy channel on YouTube—to share the videos, as well as to introduce the world to Maury the Walrus, CollegeHumor's new cantankerous, moustache-sporting Movember mascot from Brooklyn. In addition to these videos, the brand will house fun, moustache-related content on their custom microsite, [www.CollegeHumor.com/Movember](http://www.CollegeHumor.com/Movember), providing a destination for Mo-growers (and supporters) everywhere to learn about the organization and how to get involved. CollegeHumor aims to help men lead longer, healthier and happier lives by using smart, relatable comedy to facilitate sensitive—but critically important—conversations surrounding men's health issues. Join the CollegeHumor Movember network here: [monetwork.co/CollegeHumor](http://monetwork.co/CollegeHumor).

### **Jameson Black Barrel**

After a highly successful inaugural partnership with the Movember Foundation raising over \$400,000 in 2014, Jameson Black Barrel Irish Whiskey will once again team up with Movember to encourage conversation about men's health over the perfect conversation starter, a Jameson Black Barrel cocktail. Jameson Black Barrel is matured in flame-charred, black bourbon barrels, for a bold finish that's perfect for cocktails. We know that men's health conversations can be uncomfortable, but Jameson Black Barrel is continuing to help create an environment whether at your local bar, restaurant or pub, for people to speak freely about men's health. Jameson Black Barrel is helping start the conversation and making a number of donations, up to \$100,000, to The Movember Foundation throughout the month of November. Follow along throughout November and share your Movember experience of bold conversations over bold cocktails with #JamesonMo. Check out [monetwork.co/BLACKBARREL](http://monetwork.co/BLACKBARREL) to join Jameson's Movember network and learn how you can get involved.

### **Progressive Insurance**

Progressive Insurance is proud to join the Movember team. As the #1 motorcycle insurer, we are passionate about our riders and the motorcycle community, just as the Movember Foundation is passionate about promoting men's health. We want to show the world what our community stands for with the Progressive Mos & Motos team that will inspire motorcyclists across the U.S. to join the cause and raise money and awareness for men's health issues. At [Progressive's International Motorcycle Show](#) dates happening through November, Progressive will rally the community through their activation, Flo's Chop Shop, offering event-goers free beard trims – keeping the moustache! During Movember, Flo's Chop Shop will encourage visitors to donate to the Mos & Motos team and Progressive will match your donation dollar for dollar. Visit the [Mos & Motos team page](#) to follow stories of our life-long bearded motorcycle riders as they shave their facial hair before the month of Movember, shocking their family with their new face, and raising awareness of an important cause. Join the Progressive Movember network here: [monetwork.co/progressive](http://monetwork.co/progressive).

### **SKYN Condoms**

SKYN® Condoms, a brand of Ansell Healthcare, is proud to be partnering with the Movember Foundation for the first time in North America in 2015, building upon the success of previous partnerships in Australia. In order to bring their passion for men's health to life, SKYN has created a Special Movember Edition box, which will be sold at major retailers nationwide. In addition to a retail presence at 30,000+ stores, SKYN will also be distributing 50,000 Movember edition sample packs, which will be handed out at key events leading up to and throughout the month of Movember. As part of the partnership Ansell Healthcare will donate \$0.50 per custom box sold to the Movember Foundation (up to \$50,000). Protect yourself and your partner this Movember and #GrowForIt with SKYN. Join SKYN's Movember network here: [monetwork.co/SKYN](http://monetwork.co/SKYN).

### **TOMS**

As TOMS and the Movember Foundation reunite for their 6th year, they aim to emphasize holistic health practices and uplift the value of brotherhood. This year, TOMS for Movember debuts new limited edition TRAVELER Eyewear in addition to new exclusive footwear. Available for both men and women and featuring a signature Mo and other "moustachery" heritage prints, you can now support Movember beyond the moustache in true TOMS style. With every TOMS product you purchase, TOMS will help a person in need. One for One®. To join the movement go to [monetwork.co/TOMS](http://monetwork.co/TOMS) to donate, grow a moustache or commit to MOVE for 30 days.

### **PROMOTIONAL PARTNERS**

#### **adidas**

Adidas, the global designer and developer of athletic and lifestyle footwear, apparel and accessories, is a longtime supporter and second-year official partner of the Movember Foundation. This year Adidas has designed a line of Movember graphic tees for Movember teams across the country looking for additional ways to support the cause. In addition, Adidas has created a limited edition Movember hoodie and 5-panel cap. 10% of the proceeds generated from the sale price of these items will go directly back to the Movember Foundation in an effort to continue to change the face of men's health. The Movember collection will be available this month online at [adidas.com](http://adidas.com) and in select adidas retail stores. Adidas athletes and fans will also be able to help raise awareness and funds across social networks throughout the month of Movember. Join the official Movember adidas network here: [monetwork.co/adidas](http://monetwork.co/adidas).

#### **Chrome Industries**

Chrome Industries is exceptionally proud to be supporting the Movember Foundation in 2015. The brand will activate its custom sewers in each of its 9 Hubs across the country to make limited edition Citizen messenger bags and Barrage Cargo backpacks flanked with Chrome and Movember logos in a very special colorway. Chrome Industries supports men's health with \$40 for the sale of each Citizen messenger bag going directly back to the Movember Foundation and \$50 for the sale of each Barrage Cargo backpack. All bags are made in America, are covered by a lifetime warranty and can be purchased at Chrome Hubs as well as at [www.chromeindustries.com](http://www.chromeindustries.com). Join Chrome Industries' Movember network here: [monetwork.co/ChromeIndustries](http://monetwork.co/ChromeIndustries).

#### **Craftsman**

As a first year official partner of the Movember Foundation, Craftsman Tools is excited to be supporting men's health by providing prizes for some of Movember's top fundraisers. The top fundraiser of the 2015 campaign will be receiving a VIP trip for two to each of the four Barrett-Jackson collector car auctions and shows in 2016 courtesy of Craftsman Tools via Centra 360 and Barrett-Jackson. These all expense paid trips come complete with VIP passes to auction shows in Scottsdale, AZ, Palm Springs, FL, Las Vegas, NV, and a new to-be-announced location. The team captains on the top fundraising teams will each receive a \$500 Craftsman gift card to meet all their toolkit needs. Get involved and join Craftsman's Movember network here: [monetwork.co/Craftsman](http://monetwork.co/Craftsman).

### **RPM Fitness**

RPM Fitness is proud and excited to announce an official partnership with the Movember Foundation, 2015. It is through the mutual objective of advocating movement and wellness that RPM and Movember have come together to increase awareness for men's health around the world. RPM and Movember have collaborated to create a limited edition RPM Movember Speed Rope that will be sold throughout the month of Movember, with \$25 from the sale of every rope going directly back to the Movember Foundation. RPM Fitness was born and developed in the fitness industry, and all of the team members at RPM share an unwavering passion for wellness and longevity, as well as unique moustaches. For the 30-Day MOVE Challenge, each member of the RPM team will be attempting to accumulate 10,000 jumps for the month of Movember. Lend your support by joining the RPM network here: [monetwork.co/RPMFitness](http://monetwork.co/RPMFitness) and making a commitment to MOVE.

### **Sonos**

Sonos is proud to support Movember with promotion through the Sonos Studio in Los Angeles. Sonos is the smart speaker system that uses your WiFi to stream the music you love throughout your home. One easy-to-use app gives you complete control over your entire home listening experience – access to all your music, pick any room or every room, and immerse yourself in pure, richly detailed sound. Join the Sonos network here: [monetwork.co/sonos](http://monetwork.co/sonos).

### **The Giving Keys**

For the second year running, The Giving Keys is proud to partner with the Movember Foundation to raise awareness around the importance of mental and physical health. Created to emphasize the personal empowerment that comes as a result of mental and physical health, The Giving Keys has created two custom products stamped with the word EMPOWER. Along with the Classic Pendant, The Giving Keys is also introducing a leather bracelet for the first time. Men and women are asked to show their support by wearing the key or bracelet and embracing its message until they meet someone who needs the message more than they do. In the traditional Giving Keys way, once the key or bracelet has been paid forward, share the story with us online at [www.thegivingkeys.com](http://www.thegivingkeys.com) and help raise awareness by spreading the Movember message around the world. The Giving Keys employs those transitioning out of homelessness to make jewelry out of repurposed keys. Join The Giving Keys Movember network here: [monetwork.co/GivingKeys](http://monetwork.co/GivingKeys).

### **Wanderlust**

Wanderlust, producer of the largest yoga lifestyle events in the world, is proud to partner with the Movember Foundation for the MOVE Challenge's inaugural year. Wanderlust's headquarters in Brooklyn, NY and new, permanent center in Hollywood, CA will support Movember from coast to coast with media content, events and a one-of-a-kind giveaway for MOVE participants. Look for inspiring stories from Wanderlust teachers (available at [Wanderlust.com](http://Wanderlust.com) and [Movember.com](http://Movember.com)), inspiring lectures and workshops, and donation-based classes to benefit Movember - all focused on 30 days of mindful movement. Join the Wanderlust network here: [monetwork.co/Wanderlust](http://monetwork.co/Wanderlust).

### **About the Movember Foundation**

The Movember Foundation is a global charity raising funds and awareness for men's health. These funds deliver breakthrough research and support services to allow men to live longer, healthier, happier lives. Since 2003, millions have joined the men's health movement, raising more than \$650 million and funding over 1,000 programs through impact investments, focusing on prostate cancer, testicular cancer, poor mental health and physical inactivity.

The Foundation runs awareness and fundraising activities year-round, with the annual Movember campaign in November being globally recognized for its fun and innovative approach to raising money and getting men to take action for their health. During Movember, we challenge men to grow a moustache or to make a commitment to get active and MOVE, both of which are about real action for health and are done to spark conversation and raise vital funds and awareness.

The Foundation's vision is to have an everlasting impact on men's health.

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*Movember is fully accredited by the Better Business Bureau, and for the past three 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.*