



## **MORE THAN 309,000 MEN AND WOMEN AROUND THE WORLD RAISE FUNDS AND AWARENESS FOR MEN'S HEALTH WITH THE MOVEMBER FOUNDATION**

*Celebrity ambassadors Sir Kenneth Branagh, Pat Rafter, David Campbell, Mitch Starc and more joined the fight for men's health this year.*

**AUSTRALIA. – (Friday December 15, 2017)** – The [Movember Foundation](#), the only global charity focused solely on men's health, has announced the conclusion of the 2017 moustache-growing campaign. Movember had a successful moustachio'd year, with more than 309,000 Mo Bros and Mo Sistas taking part and over 2 million individual donations, globally.

Proving that it takes all types of Mo to grow a successful campaign, a survey of this year's Mo Bros found almost a third rocked a few grey hairs, with salt and pepper the most common moustache, while 13 per cent experienced some ginger growth. Just five per cent of men taking part admitted to being follicularly-challenged and sprouting a barely-there Mo.

In addition, Mo Sistas were overwhelmingly in support of the Mo, with 66 per cent either loving the look of a moustache, or appreciating what it stood for. In Australia, the number of women taking part in Movember through [Move](#) rose, with ladies in Tasmania and the ACT leading the nation to make up almost 10 per cent of participants in each state.

"The Movember Foundation is so grateful to the entire Mo community who participated this campaign season to help stop men dying too young," said Charlotte Webb, Movember Foundation Country Director (Australia & New Zealand).

"Once again, we've been humbled by the response of the Aussie Mo community who joined together to grow spectacular moustaches, participate in Move, and most importantly raise awareness and start conversations about men's health. Although the campaign is only one month-long, the Movember Foundation works tirelessly year-round to fund innovative men's health projects and encourage men to prioritize their health."

The Movember Foundation Australia launched its 2017 campaign with One Night In Movember (in October), a series of events for men inspired by the success of the Movember-funded ABC series '[Man Up](#)'. In partnership with Triple M, Movember took Man Up on the road to Hobart, Perth, Melbourne and Sydney, with the aim of bringing men together to talk about what it means to be an Aussie bloke in 2017.

"This is the first time in 14 years Movember has led with the serious side of the moustache and launched the campaign with a program designed to encourage men to open up, have real conversations and ultimately tackle why so many men are taking their own lives," Ms Webb said.

In another first, the Foundation brought the campaign to a close in Australia by calling on Mo Bros around the country to be brave and shave half their Mo to sport the new '[Half-Mast Mo](#)' in honour of the 468 Aussie men who were lost to prostate cancer, testicular cancer and suicide throughout the month.

Hobart's Mobart Mo Bros once again led the nation's team fundraising challenge, bringing in more than \$108,807 for men's health initiatives. They were followed closely by the BHP Billiton Western Australia Iron Ore (WAIO) 'Love That Mo Effect' team who raised \$97,582, and regional WA's Mingenew Gringo's, who fundraised a total of \$85,111.

Australia's leading individual fundraisers included Mackay's Dr Sanjeev Bandi, who raised an incredible \$43,175, followed closely Men's Health Ambassador and Bachelor reality star Sasha Mielczarek who raised \$34,918 and Nick Halkitis from Darwin who raised more than \$28,000.



In addition, this year's campaign drew support from ambassadors across all industries, including TV and radio personalities, comedians, models, politicians and professional athletes. [Foundation ambassadors](#) used their influential voices to start conversations that encourage people to join the movement. The Foundation also partnered with 10 leading local and international brands for the 2017 campaign including [BHP](#), [NAB](#), [LYNX](#), [MINI](#), [Gentleman's Collection](#), [Budgy Smuggler](#), [Metro Trains](#), [Lawn Solutions Australia](#), [Skwosh](#), [Tommy Gun's Barbershop](#) and [Stomping Ground Brewing Co.](#)

The iconic Mo's Around Town movement saw public transport including Melbourne's [Yarra Trams](#) and [Metro Trains](#), [Sydney Buses](#), [Sunbus](#) buses on the Sunshine Coast, Perth's [BHP Building](#), the [Westpac Rescue Chopper](#) and even an Antarctic-bound [Chimu Adventures](#) ship don moustaches to raise awareness for Movember.

You too can join the fight for men's health. Be the difference and donate at [Movember.com](#), or give the gift of men's health this holiday season by purchasing product from the Movember Foundation's [Movember Collection](#), in which 100% of proceeds benefit the Foundation. Shop [here!](#)

**-ENDS-**

#### **About the Movember Foundation**

The Movember Foundation is the only global charity focused solely on men's health, funding over 1,200 innovative projects across 21 countries. To date, the Foundation has created a men's health movement of over 5 million people supporting these critical areas: prostate cancer, testicular cancer, mental health and suicide prevention. But our work is not done. Be the difference and go to [Movember.com](#) to donate or participate. Together we can stop men dying too young.

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