



**FROM BHP TO BEER, BUDGY SMUGGLERS & BODY SPRAY:  
WIDE RANGE OF BRANDS LEND SUPPORT TO MOVEMBER 2017**

***LYNX, MINI, Gentleman's Collection and NAB among host of big names  
joining the Movember Foundation to celebrate 14-years of moustachery in Australia***

**MELBOURNE, Australia – (24 October, 2017) – [The Movember Foundation](#)**, the only global charity focused solely on men's health, is celebrating 14-years of havin' fun and doin' good in Australia by welcoming 10 leading local and international brands on board for Movember 2017.

From world-leading resources company BHP to Collingwood's neighbourhood brewery Stomping Ground Brewing Co, a wide-ranging collection of iconic companies have partnered with Movember to create unique products and experiences for both customers and employees to ensure the Foundation's 2017 return is hairier than ever.

"Our corporate partners are invaluable in increasing visibility of the causes we support, driving awareness for men's health, raising critical funds, and creating remarkable experiences for the Movember community," said Charlotte Webb, Country Director (Australia & New Zealand) at the Movember Foundation.

"As two of Movember's highest fundraising teams in Australia last year, BHP and NAB raised over \$500k between them, and we are thrilled to have them both back on board again this year, as well as the support of LYNX as our major partner for the first time.

"All 10 corporate partners supporting Movember 2017 will ultimately help the Foundation have an everlasting impact on the face of men's health through assisting us to fund world-class men's health projects in 21 countries for prostate cancer, testicular cancer, mental health and suicide prevention."

To support, during Movember you can purchase limited-edition body spray and shower gel from LYNX, a Movember-inspired short from Australian swimwear label Skwosh, exclusive Movember x Budgy Smuggler collaborative swimwear or select lawn products from Sir Walter DNA Certified Lawns.

If you're in Melbourne, simply touch on your myki at Flinders St Station between 3-7pm on Movember 24 and Metro Trains will donate \$1 of your fare to men's health, otherwise head down to Stomping Ground in Collingwood and do your bit for Movember by catching up with a mate over a pint.

The full list of 2017 Movember official partners include: BHP, NAB, LYNX, MINI, Gentleman's Collection, Budgy Smuggler, Metro Trains, Sir Walter Lawn Solutions, Skwosh and Stomping Ground Brewing Co.

Everyone can help stop men dying too young by donating or raising critical funds for men's health. Sign up at [Movember.com](#) and fundraise by:

- Growing a Moustache
- Making your Move
- Hosting an event
- Making a donation

**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](http://Movember.com) to donate or participate. Together we can stop men dying too young.

#### CORPORATE SUPPORTERS

##### **BHP**

[BHP](#) is a world-leading resources company with over 60,000 employees and contractors worldwide and headquarters in Melbourne. BHP's commitment to sustainability includes being environmentally responsible, supporting the communities in which it works and above all, putting health and safety first. This includes promoting mental health and safety among its workforce and in the wider community. After several successful years of Movember participation, BHP employees around the world will be joining the BHP MOVement in 2017; Growing Mo's, Hosting events, and talking about men's health. Through BHP's Matched Giving Program, individual donations to the Movember Foundation by employees will also be eligible to be matched at a ratio of two to one.

##### **NAB**

As one of Australia's most respected domestic banks and a leading business and agriculture bank, [NAB](#) has been a valued supporter of Movember for more than six years. NAB's initial involvement with Movember was grass roots – fuelled by passionate employees who rallied around Movember year-on-year, growing Mo's and raising funds for critical men's health projects in these areas: prostate cancer, testicular cancer, mental health and suicide prevention. NAB employees have now raised over \$1.5 million, and have continually taken out the title in Movember's "Battle of Banks" corporate challenge. Last year, NAB became one of Movember's highest fundraising teams in Australia, raising a staggering \$230k. In addition to supporting Movember Foundation to raise funds, they are also the Foundation's key business banking partner – making NAB truly "MOre than MOney".

#### MAJOR PARTNER

##### **LYNX**

This Movember, [LYNX](#) is partnering with the Movember Foundation to help raise awareness and funds to support men in living happier, healthier and longer lives. LYNX will launch a limited-edition body spray and shower gel featuring an image of a moustache to help the moustache under your arms smell better while raising support and money for a great cause. The body spray and shower gel will be available at supermarkets nationally, with five cents from each purchase going directly to the Movember Foundation. Additionally, throughout the month of Movember, LYNX will donate five cents for each purchase across their entire product range. So whether you rock a handlebar, a wisp or two hairs on your top lip – the Mo you buy (of LYNX), the Mo LYNX give, with a minimum donation of \$160,000. Purchase LYNX this Movember to show your support and smell as good as your Mo looks.

#### SUPPORTING PARTNERS

##### **BUDGY SMUGGLER**

[Budgy Smuggler](#) create 100% Australian-made swimwear for men, women and kids. They understand that when it comes to smuggling your budgy, there can be no compromise on quality. The swimwear brand has created exclusive Movember x Budgy Smuggler for both men and women to help raise funds and awareness for men's health globally, with 25% of all sales donated to the Movember Foundation. The eye-catching smugglers will be available at [www.budgysmuggler.com.au](http://www.budgysmuggler.com.au) for the month of Movember and beyond.

##### **GENTLEMAN'S COLLECTION**

Dr. Lindeman's [Gentleman's Collection](#) – a selection of decidedly fine wines for the Gentleman who is, and the Gentleman who aspires to be. Together, Gentleman's Collection and Movember want to ensure the modern gentleman is alive, and well. From Gentleman's Collection, this is figurative – from Movember, this is literal. Gentleman's Collection is a proud partner of Movember, contributing valuable funds and assisting to raise awareness of men's health. Together, our aim is to encourage the positive associations and outcomes that can come from



everyday social occasions. The Gentleman's Collection range consists of five masculine, yet easy-drinking wines which are the perfect accompaniment to these valued conversations.

### **LAWN SOLUTIONS**

There are few things in life more iconic than the Aussie backyard. Over the past 20 years, [Sir Walter DNA Certified](#) has changed the way Australians enjoy their lawns. With its shade and drought tolerance, high-wear, low-maintenance and 10-year product warranty, it's no wonder Sir Walter lawn now takes pride of place in over 1 million Australian homes. For Sir Walter's 20th birthday they are proud to become official sponsors of the Movember Foundation and encourage staff, affiliates and customers to talk about men's health. Sir Walter will promote Movember through their own network of growers and retailers, media and advertising, social media and a digital campaign.

### **METRO TRAINS**

[Metro Trains](#) safely delivers over 233 million trips around Melbourne every year. Metro keeps the city moving by connecting people and places, each and every day. Metro works with a broad range of charities and community groups and is proud to partner with the Movember Foundation for the second year running to help raise funds and awareness for men's health. This year, Metro will donate \$1 for every myki touch-on at Flinders St Station between 3-7pm on Movember 24, while 80 Metro trains will wear moustaches to raise awareness right across Melbourne. The Metro Health and Wellness team will also rally to raise funds internally, encouraging employees to grow their Mos and get Moving.

### **MINI AUSTRALIA**

Leading car brand [MINI](#) wins hearts and turns heads. MINI is refreshingly different: extroverted, spontaneous and out of the ordinary. MINI is honoured to partner with the Movember Foundation for the 5th year running to help raise funds and awareness to assist men in living happier, healthier, longer lives. Men's health issues affect everyone, and resonate deeply with our MINI customers and our national dealer network. MINI loves to make a statement, and we have great confidence that our 'Grow a Mo, Save a Bro' MINI vehicles will have everyone talking.

### **SKWOSH**

[Skwosh](#), the popular Australian swimwear label, is thrilled to partner with the Movember Foundation in 2017 to help raise funds and awareness in support of men's health. Founded in 2015 in Melbourne, Australia, Skwosh launched to market with a range of quirky, colourful men's swim trunks, quickly becoming the most coveted summer attire for fashion forward men nation-wide. Fast forward two years and the quickly growing fashion brand now has a global fan-base. This November, Skwosh is proud to release a Movember-inspired short, and will donate 25% of sales of the limited-edition product to the Movember Foundation. Skwosh co-founder and AFL star Jack Watts will also feature as an ambassador in Movember's 2017 campaign. Available at [skwosh.com.au](http://skwosh.com.au). RRP \$99 sizes S-XL.

### **STOMPING GROUND**

[Stomping Ground Brewing Co.](#) are proud to support the Movember Foundation by raising awareness and funds to support the global men's health movement. As a neighbourhood brewery we are dedicated to our community and to bringing people together. We feel that encouraging conversation over a beer can help both men and women discuss men's health, and help men live happier, healthier, longer lives. In Movember, we will be contributing \$75,000 as well as running an awareness campaign encouraging the community to share photos on social media. We look forward to igniting conversations about men's health, and raising money and awareness in a light-hearted and engaging way.

#### **PRESS CONTACT:**

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