



MEDIA RELEASE

Thursday 30th Movember

MOVEMBER CALLS ON BRO'S TO HALVE THEIR MO'S ON LAST DAY OF MONTH TO RAISE DOUGH AS MOVEMENT CONTINUES TO GROW

On the final day of Movember 2017, the [Movember Foundation](#) announces that it's had almost 71,000 Mo Bros and Mo Sistas register to support the cause, but there is still more to do to help stop men dying too young.

The Foundation calls on Mo Bros around the country to do a shave-down on Movember 30 with a brave twist and sport a 'Half-Mast Mo' in honour of the Aussie men who continue to die from preventable causes.

Charlotte Webb, Movember Foundation Country Director (Australia and New Zealand), said that this month alone, 468 Aussie men were lost to prostate cancer, testicular cancer and suicide.

"Like a half-mast flag flown for those lost, the Half-Mast Mo pays homage to the men who should have been by our side this Movember," said Ms Webb. "We all have men we care about, that are important to us. The men's health crisis stops for no-one and Australian men are still dying, on average, four years younger than women for no biological reason.

"It will take a brave man to step up to the basin and bid farewell to half of their fully-fledged handlebar, wisp, or trucker moustache on the last day of Movember. But whether it's for half a day, half an hour, or just five minutes for a quick selfie to share with your network, the benefits will outweigh the sacrifice by going above and beyond to raise awareness and funding for men's health."

With the hairy season drawing to a close tomorrow for 2017, men around Australia as well as a Sydney Bus, Melbourne tram and the Westpac Rescue Chopper will all sport Half-Mast Mo's on Movember 30 in support of men's health.

So far in Australia this year, around 533km of moustache hair has been grown, an amount which would stretch from Newcastle to Canberra. Of the Mo Bros and Mo Sistas who registered their state, New South Wales had the highest number of participants (19,000), followed by Victoria (18,159), Queensland (10,987), Western Australia (5,409), South Australia (3,221), ACT (1,422), Tasmania (720) and the NT (223).

"You can be the difference and help stop men dying too young. Women can also show their support by encouraging men to halve their Mo's or even do the honours of shaving it off for them," said Ms Webb.

In partnership with Movember, [Tommy Gun's Original Barbershop](#) will be offering free 'Half-Mast Mo' shaves for one day only on Thursday November 30th to men who are brave enough to shave off half their Mo.

To get involved, grab a sturdy razor or visit your nearest [Tommy Gun's store](#) and proudly fly a selfie of your Half-Mast Mo on Movember 30 using #Movember, or donate at [Movember.com](#).



With money raised, the Foundation has invested in more than 1,200 game-changing programs in prostate cancer, testicular cancer, mental health suicide prevention around the world, whilst positively challenging the way in which men's health issues are researched and addressed.

Key men's health statistics:

- Suicide is the leading cause of death for Australian men aged 15 to 44 years
- On average, 6 men take their own lives each day
- This year, more than 3,400 Aussie men will die from prostate cancer
- 37 years old is the average age of a man diagnosed with testicular cancer.

Media images available for download [here](#).

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Media contact

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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.

About Tommy Gun's

At Tommy Gun's you're not just getting a service; you're getting an [experience](#). Whether you're in for the classic shave, original haircut or the dude facial; you'll also get a beverage on the house, scalp massage and hot towel finish. With red custom barber chairs, TG's private lounge, classic arcade games, digital self-check-in and mirrors with built in TV's the Tommy Gun's interior reflects the brands code and vision - relaxed, sharp, luxurious and affordable. We don't believe in appointments. Simply show up, check yourself and spend the waiting time the way you want - we'll text you when you're up.