



MEDIA RELEASE

## THE MOVEMBER FOUNDATION ASKS YOU TO IMAGINE A 'LIFE WITHOUT THE MEN YOU LOVE'

*New research from Movember reveals that the modern man most values his 'personal relationships' the 'little things' in life and 'true love' – sparking an important conversation about the need to stop men from dying too young*

**AUS November 1, 2017** – Sometimes we don't miss what we have until it's gone. In a heart-warming moment redefining modern masculinity, **'the little things'** prevailed when men across Australia, Canada, the United Kingdom and the United States were asked 'what they would miss most' if they were no longer around, according to research\* released by the [Movember Foundation](#).

Interestingly, the little things were what **75% of men's loved ones would miss most about them if they were gone tomorrow** - including his stories (18%) and his advice (16%) to his smile (8%) and his laugh (5%) to his jokes (9%) and quiet time together (18%).

These findings mark the launch of 'Movember', the month formerly known as November. On Wednesday, November 1, 2017, the [Movember Foundation](#), the only global charity solely focused on men's health, is driving home the scale of the global men's health crisis by asking everyone to take a moment to consider what life would be like if they woke up today without the men that they love. *What key moments would these men miss? Who would they leave behind? For the men themselves, what would they miss the most?*

Movember Development Manager, Kieran Ryan, who grew up in regional Victoria, said it was the little things that he missed the most when he lost two friends during his early 20s, after they took their own lives following ongoing mental health battles.

"There's a lot of little things I miss about the boys now that they're no longer here, that I didn't fully appreciate at the time," Mr Ryan says. "With Liam it was his mischievous nature, the cheeky smile on his face when he was clearly up to no good; and for Marc it was his bellowing laugh and his energy for life, he was the kind of bloke who would just drop everything and rock up at your front door."

**'True love' and 'personal relationships'** were also a common theme that men would miss. **After friends and family (84%), a third (33%) of men surveyed confirmed they don't want to miss out on true love** – even more so than becoming a **millionaire (24%)** or visiting the **Seven Wonders of the World (24%)**.

Furthermore, the data revealed that although we live in a digital age, texting isn't enough because old school communication still means the most when keeping in touch with loved ones. Across markets, **two in five people surveyed (43%)** say **'in person'** communication means the most, followed by a **third (34%)** who say a **'phone call'** is the most meaningful.

When it comes to keeping tabs on the wellbeing of the men in their life, women check in the most – within the past week, **almost three quarters (72%) of women surveyed across markets have asked a man in their life how they are doing** and **over two thirds (68%) have given him a hug**.

**And, while men are very aware of their own mortality when it comes to facts and figures** – with **almost three in five men (58%)** believing the statement that *men die on average six years earlier than women* – **over one fourth (27%) of women take a more proactive role in managing the health of the men they care about** (e.g. asking if they had a check-up lately (18%) or schedule a doctor or dentist appointment for them (17%).

When men were asked what they would miss most (after family/friends), 58% of Australian men shared they would miss their daily rituals (morning coffee (21%), ice cold beer (18%), lazy Sundays (15%), driving their car (18%) and date night (11%).

Movember developed this year's campaign to spark important conversations about the state of men's health and to help preserve the lives of men throughout the world.

Across the world, men die an average six years younger than women, and for reasons that are largely preventable. The stats are startling:

- 1 in 8 men will get prostate cancer in their lifetime
- 1 in 2 men will be diagnosed with cancer
- Testicular cancer is the most common cancer diagnosed in men ages 15-29
- 3 out of 4 suicides are men
- More than 500,000 men take their own life every year. That's one every minute.

"When we look at these stats, it becomes so clear that there is a men's health crisis," says Owen Sharp, CEO, Movember Foundation. "There is a lot that needs to be done, but by talking about it, by encouraging our friends to take action for their health and supporting them, we can help keep the men we love around to live happier, healthier, longer lives. They don't have to miss out on those key moments that matter most."

To kick off the campaign this Movember 1st, not only are we asking everyone to think about what their life would be like without the men they love, we are asking them be the difference and take action to support the health of their loved ones, and themselves.

**Here's how you can help:** Simply sign up at [Movember.com](http://Movember.com) and fundraise by Growing a moustache, making your Move and getting active for men's health, Hosting an event or 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. The Foundation raises funds and awareness for men's health programs 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.

### **PR CONTACT**

Movember Foundation, Senior Publicist Samantha Mills / [sam.mills@movember.com](mailto:sam.mills@movember.com) / 0411 241 475

*Please remember to print local help lines*

*Lifeline – 13 11 14*

*Suicide Call Back Service – 1300 659 467*

*If life is in danger, call 000 or go directly to emergency services*

*\*Consumer data was collected via an online survey administered to a nationally representative sample of 18+ adults in 4 markets (Australia, Canada, UK and USA). In total, c.4,000 people (1,000 per market) were sampled. The survey was commissioned by the Movember Foundation and conducted by Research Now in Oct 2017.*