



MEDIA RELEASE

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MOVEMBER MAKES AN EARLY RETURN WITH A SERIES OF MEN-ONLY EVENTS IN PARTNERSHIP WITH TRIPLE M

The hairy month of Movember will make an early return in 2017, by hosting *One Night In Movember (in October)*, a series of events for men that have been inspired by the success of last year's 'Man Up' documentary on ABC, which was funded by the Movember Foundation.

In partnership with Triple M, the [Movember Foundation](#) is taking *One Night In Movember (in October): A Man Up Experience* on the road to four cities around Australia, with the aim of bringing men together to talk about a better way to be an Aussie bloke – with the help of regular Aussie men.

Each event is a chance for mates, brothers, fathers, partners, and sons from all walks of life, to look beyond gender stereotypes to uncover what being a man really means in 2017.

Guided by thought-leader Tom Harkin from Man Up, guest speakers and audience members will together have the chance to chat about real stuff in a relaxed, supportive environment. From sharing personal stories, discussions around being a man and the strength and value in talking with gravity – no topic is off the table.

“As the biggest killer of Australian men aged 15 to 44, suicide is an issue that can’t be ignored,” said Craig Martin, Global Director, Mental Health & Suicide Prevention at the Movember Foundation. “The Man Up series was hugely successful and we know it really spoke to men – research found that 95% of men who watched Man Up said it gave them a greater understanding of male suicide in Australia, while 84% said it had triggered a change for the better in their life.

Originally a three-part series, Man Up was delivered in partnership by the University of Melbourne, Heiress Films, the ABC and Movember Foundation, which followed all ‘round good guy Gus Worland on a mission to tackle gender stereotypes, the pressures of manhood and, most importantly, why so many men are taking their own lives.

“We want to continue encouraging the conversations ignited by Man Up, and so have created these events for men to open up with their peers and discuss the issues facing men in 2017. These events are being built with a male lens, to encourage men to open up and have ‘real’ conversations,” Craig Martin continues.

“Women too responded with incredible support for Man Up and Gus’ approach to exploring this issue, and we ask women to encourage the men in their lives to attend and benefit from a live adaption of the documentaries content.”

People development expert and CEO of [Tomorrow Man](#), Tom Harkin, says, “Male suicide rates in this country are quite frankly, alarming and after 15 years facilitating change in group settings it has become clear that pressure to live the male stereotype is often strongest in the presence of other males. We care what our mates think.”

“We need to build the self-efficacy in men in regards to the fact that they are emotional, can handle emotion and have vulnerable, and at times uncomfortable conversations about things that matter.”



Professor Jane Pirkis, Director of the Centre for Mental Health at the University of Melbourne, was part of a team of researchers that conducted a randomised controlled trial test on whether watching Man Up could have an impact on men's views of masculinity, their attitudes towards supporting their peers and seeking help themselves.

"Our research uncovered that nearly three-quarters of men became more confident about reaching out to someone who they knew was struggling, and 61% had offered a friend time to talk," said Professor Pirkis.

Tickets are \$20. To purchase or support visit movember.com

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Media contact:

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Event information:

Hobart: Wednesday 11 October

Hosted by Dave Noonan from Triple M

Hobart Brewing Company, Macquarie Point, 16 Evans St, Hobart

Perth: Friday 13 October

Hosted by Clairsy from Mix 94.5

WACA, Boundary Room, Gate 2, Nelson Crescent, East Perth

Melbourne: Thursday 19 October

Hosted by Gus Worland from Man Up & Triple M

Fitzroy Social, 222 Brunswick Street, Fitzroy

Sydney: Thursday 26 October

Hosted by Gus Worland from Man Up & Triple M

Beresford Hotel, 354 Bourke Street, Surry Hills

Please Note: Attendees to be 18 years and above. This is an event for men and those who identify as men. Movember Foundation's experience in igniting conversations about men's health has demonstrated that men often feel that they can open up in a different way when they are around other men. These events are being built with a male lens, to encourage men to open up and have 'real' conversations. The aim is to bring men together to find solutions and better understand how to look after themselves. Mo Sistas, we certainly haven't forgotten the vital role you play in improving men's health and supporting this work. Please join us and encourage the men in your lives to attend. We will be sharing content from the events and also producing a report summarising the themes discussed in the sessions to be shared via social media and Movember.com, to guide us all on how to best support the men in our lives and keep this conversation going.

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.