




MOVEMBER®

PRESS KIT



Men's health is in crisis. Globally, men are dying 6 years earlier than women, and for largely preventable reasons.

As the leading charity tackling prostate cancer, testicular cancer, mental health and suicide prevention on a global scale, Movember is making change happen.

In our mission to stop men dying too young, Movember funds groundbreaking health projects, - 1,250 and counting - uniting experts from all over the world to accelerate research, progress and change.

Year-round, we're hard at work raising funds and awareness, culminating in our month-long annual moustache-growing event in the month formerly known as November. The month of Movember is globally recognised for its fun, disruptive approach to fundraising and the unique ways it prompts men to take action for their health.

Since 2003, more than 5 million Mo Bros and Mo Sistas across 20 countries have joined our global men's health movement, helping men across the world live happier, healthier, longer lives.

LET'S CHANGE THE FACE OF MEN'S HEALTH





THE HAIRY FACTS

MEN'S HEALTH

-4

On average, men die
four years earlier than
women in Canada

PROSTATE CANCER

+4,000

Each year more than 4,000
men die from prostate
cancer in Canada

1 IN 7

In Canada, 1 in 7 men will be
diagnosed with prostate
cancer in their lifetime

YOUNG MEN

TESTICULAR CANCER

Testicular cancer is the
most common cancer in
young Canadian men

15-44
YEARS

SUICIDE PREVENTION

Suicide is the second leading
cause of death among
Canadian men aged
15-44 years

3 IN 4

In Canada, 3 in 4
suicides are men

Every whisker, drop of sweat and get-together counts. If you can't Grow a Mo, fear not – there's more than one way to get face-deep in the movement.



GROW A MO

Upper lip at the ready? Great news. Trucker, Regent, Connoisseur or Wisp – no matter your Mo's shape or style this Movember, your face will raise funds and awareness for men's health.



MAKE A MOVE

Move this Movember by running or walking 60kms over the month. That's 60kms for the 60 men we lose to suicide, each hour, every hour across the world. Do it as a team with workmates or go solo.



HOST A MO-MENT

Go big or keep it simple. Rally your colleagues for a party, a game of cricket in the park, or a good old-fashioned barbie – whatever you like. Hosting is all about having a good time for a good cause.



HOW TO GET INVOLVED



Everything we do is to stop men dying too young and help them live happier, healthier, longer lives.

We've funded 1,250 (and counting) men's health projects across 20 countries, ranging from True North Prostate Cancer, which helps men regain control, confidence and quality of life during and after treatment, to game-changing grassroots mental health projects.

Movember is one of the largest non-government investors in research and quality-of-life initiatives for men that impact the global population. In 2018, NGO Advisor ranked Movember 45th out of the top 500 NGOs worldwide.

Now that's something.

**WHERE
YOUR
MONEY
GOES**

2030 GOALS

Our fathers, partners, brothers and mates are dying before their time.

Since the first Mo was grown all those years ago, Movember has prompted millions of conversations about men's health, encouraging men to understand the health risks they face, to talk more openly about their health and to take action when needed.

These conversations have paved the way for our ambitious 2030 goals:

01
By 2030, our goal is to reduce the number of men dying prematurely by 25%

02
We aim to halve the number of men dying from prostate cancer and testicular cancer, and halve the number of men facing serious ongoing side effects from treatment

03
Reduce the rate of male suicide by 25%

But to get there, we need your help.





CONTACT US

If you've got questions,
we've got answers.
We're always here to help.

Sonya Friesen

Publicist

sonya.friesen@movember.com



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