



PRESS RELEASE

Monday, 30 November 2020

AUSTRALIA GETS A WHOLE LOT HAIRIER: MORE THAN 60,000 MOUSTACHES GROWN FOR MEN'S HEALTH

After 30 days of Movember, more than 62,000 upper lips are now the proud bearers of fully fledged moustaches - with men's health charity Movember urging friends, families, workmates and communities to support their local Mo Bros and Mo Sisters by getting in their last-ditch donations.

As the razor comes down tomorrow on the final day of the hairy season, Movember has revealed that an estimated 37 million moustache follicles, or 472km of moustache hair has been grown by Mo Growers around Australia this year. That's about the same as the distance from Grafton to Newcastle (NSW), Mallacoota to Dandenong (VIC), Albany to Perth (WA), Bundaberg to Burleigh Heads (QLD), Darwin to Larrimah (NT), Adelaide to Mt Gambier (SA) Canberra to Gilgandra (ACT) or Devonport to Geelong (TAS).

In total, more than 85,000 Mo Bros and Mo Sisters registered with Movember in 2020 to raise funds and awareness for men's mental health and suicide prevention, prostate cancer and testicular cancer. Of these, more than 22,000 hailed from New South Wales, 17,500 from Victoria, 15,500 from Queensland, 7000 from Western Australia, 4,500 from South Australia, almost 2000 from the ACT, 1400 from Tasmania and 650 from the Northern Territory.

Movember Country Director Rachel Carr applauded this year's huge effort from Aussie supporters: "We've been blown away by the support Movember has received, especially in a year that's been incredibly tough for many people. It's been really inspiring to hear about the conversations that have been sparked, as well as seeing the way the community has rallied, having fun, doing good, and raising funds that will allow us to continue to deliver mental health programs, information and awareness, and keep lifesaving cancer research and trials on track.

Ms Carr added: "If you haven't yet, show your local Mo Bros and Mo Sisters your support: compliment those glorious moustaches, and help them reach their fundraising goals. This year, we need your help more than ever. The road ahead is still filled with uncertainty, anxiety, financial stress and job insecurity. For those with mental health conditions, these times will continue to present significantly difficult challenges. It's not too late to donate."

In addition, this year about 9000 Australians of all ages opted to Move for Movember, committing to walk or run 60km over the month, and together covering a massive 540,000km. For the first time, a further 3000 participants took part in Mo Your Own Way, putting their own spin on the hairy month with challenges ranging from the epic (completing 42 consecutive workouts in a day) through to the wild (donning whacky costumes in public).

Research released earlier this month has also shown that men who take part in Movember are more likely to report better mental health and wellbeing than the general male population.

The global survey of 7,162 men, (3,043 from Australia) commissioned by Movember compared

CHANGING THE FACE OF MEN'S HEALTH



Movember's database of fundraisers with a nationally representative sample of the general male population online (sampled by YouGov), also found that Movember fundraisers are more likely to admit when they are struggling with their mental health and to seek help when they need it - which can have a positive impact on overall wellbeing.

Over two fifths (44.2%) of Mo Bros said they had confided in a friend about their problems (compared with 20.6% from the general male population that had confided with a friend, colleague or family member) while around three in 10 (31.8%) have spoken to a healthcare professional about their mental health, all within the last year (compared with 18.9% of males from the general male population).

The results also showed that Movember supporters tend to be more physically active, better understand the risk factors for prostate cancer and are more likely to carry out testicular self-examination checks than those who did not take part in the campaign.

To donate visit movember.com/donate

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*All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 8419 adults (3951 males). In the UK (of which 957 were males), US (of which 1220 were males), Canada (of which 799 were males) and Australia (of which 975 were males). Fieldwork was undertaken between 29th September - 13th October 2020. The survey was carried out online. The figures have been weighted and are representative of adults 18+ in all countries. The figures have been given an even weighting for each country to produce an 'average' value. *Measures of mental wellbeing used in both Movember and YouGov surveys were taken from items used in the Wellbeing module of the European Social Survey and used in a study of the impact of volunteering on wellbeing (Plagnol and Huppert, 2010: https://openaccess.city.ac.uk/id/eprint/2552/5/Happy_to_help.pdf). Four domains of mental wellbeing were assessed (positive, negative, life satisfaction, eudaimonic (life purpose)) and sample means calculated on behalf Movember using the Movember and YouGov datasets for each domain. The mean scores for positive mental wellbeing were 15.4 (out of 24) for Movember / 15.1 (out of 24) for the YouGov general male population *positive wellbeing significantly higher in Movember than YouGov. The mean scores for negative mental wellbeing were 10.4 (out of 24) for Movember / 11.5 (out of 24) for the YouGov general male population *negative wellbeing significantly lower in Movember than YouGov. The mean scores for eudaimonic wellbeing were 7.3 (out of 10) for Movember / 6.9 (out of 10) for the YouGov general male population *eudaimonic wellbeing significantly higher in Movember than YouGov. There were no differences in measured life satisfaction between Movember and YouGov survey participants. After adjustment for age, income and education statistically significant differences in the above mental wellbeing measures remained.*

About Movember

Movember is the leading charity changing the face of men's health on a global scale. The charity raises funds to deliver innovative, breakthrough research and support programs that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,250 projects focusing on mental health and suicide prevention, prostate cancer and testicular cancer.

In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives. The charity's vision is to have an everlasting impact on the face of men's health. To donate or learn more, please visit movember.com