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## **BUY A TEE AND SAVE A BRO THIS MOVEMBER**

In what has been a tougher year than most, POLITIX is proud to be partnering with leading men's health charity Movember for the third consecutive year to help raise funds, raise awareness, start conversations and, ultimately, save lives.

On a mission to reduce the number of men dying prematurely by 25% by 2030, Movember's key cause areas include men's mental health, suicide prevention, prostate cancer and testicular cancer.

POLITIX's Acting Managing Director Debbie Knights is passionate about shining a light on the issues surrounding men's health.

"It's an honour to be involved with a charity that has such an incredibly hairy goal," she said. "2020 has been a year of curveballs and challenges and it's never been more important to rally together for the men in our lives, which is why we've introduced two limited-edition t-shirts this year."

Created in-house by the POLITIX design team, the street-style custom tees, available in black and white, can be purchased instore and [online](#) for \$49 each, with the gross proceeds from the sale of every t-shirt donated to Movember.

Throughout November, POLITIX will also donate \$10 from every pair of [chinos](#) purchased to Movember which, along with the tees, are crafted using [Better Cotton Initiative](#) cotton, which supports more sustainable cotton farming.

Alarming figures released earlier this year by Movember, as part of a global study carried out by the Social Research Centre\*, found that:

- Over half of Aussie men (52%) said no one asked how they're coping during the COVID-19 pandemic.
- 23% of men said their mental health had worsened in the first six weeks of the pandemic, with 30% noting increased feelings of loneliness.
- Older men are the group most likely to have experienced poorer social connection, with 61% of men aged 45+ years reporting they feel less connected to their friends since the COVID-19 outbreak,
- In Australia, calls to Lifeline increased by 25% when physical distancing kicked in.

Funds raised go will go towards various initiatives including innovative digital mental health tools like [Movember Conversations](#), a free online conversation simulator to kick start conversations with the men who might be struggling.

**For further information, visit [www.politix.com.au/movember](http://www.politix.com.au/movember) or sign up at [movember.com](http://movember.com).**

\* SRC conducted a survey through an online panel with 5,737 people aged 18 or older across the UK, US, Canada and Australia (approximately 1,430 respondents in each country). This included 809 men in the UK, 804 men in the US, 794 men in Canada and 806 men in Australia. Response quotas were set based on age, region and gender and the final data were weighted to reflect the profiles of each country. Fieldwork ran from 22nd April – 4th May 2020.

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