PRESS RELEASE

**[INSERT DATE], 2020**

MOVEMBER 2020: It’s the most important Mo you’ll ever grow in

[INSERT LOCAL TOWN/SUBURB]

**AUSTRALIA’s leading men’s health organisation, Movember, is reminding Aussies that in 2020, it will be the most important Mo you’ll ever grow. In what has been a tougher year than most, the charity is calling on Mo Bros to unite, farewell the follicles and shave down on October 30, to raise funds that will stop men dying too young.**

Now in its 17th year, the annual Mo-growing campaign encourages ‘Mo Bros’ and ‘Mo Sisters’ across the country, to rally in support of Movember’s cause areas; men’s mental health, suicide prevention, prostate cancer and testicular cancer.

[*Insert Community name/Corporation name*] will be proudly participating in the annual Mo-Growing campaign, by [*include 1-2 sentences on how your community/company will be supporting Movember this year – i.e. hosting an event, Mo Party or Movember drink specials at a restaurant for registered Mo Bros or Mo Sisters, matching donations at a corporation, etc*.]

 [*Include language about WHY your company/community is participating in Movember – i.e. are there any personal connections, etc]*

[*Insert Quote here – sources could include company executives, Mo Bros who have been participating for many years, etc. – example, “\_\_\_\_\_\_\_\_\_\_\_\_\_\_,” said John Smith of Smith and Co Design*.]

[*Add in any additional information you want to include here, including your Mo Space link*]

**WHATEVER YOU GROW WILL SAVE A BRO:**

Movember’s APAC Country Director Rachel Carr said, “If there’s ever been a time to embrace Movember and shed those lockdown beards, it’s now, in 2020. It’s been an incredibly difficult year for men, which makes this year’s campaign our most important, yet.

“Research conducted by Movember shows us the effects of the pandemic on men’s mental health in particular, is concerning, and is still far from over. Job losses, relationship stresses and social isolation are taking a toll. We’ve been working hard to fast-track digital mental health resources, like [Movember Conversations](https://conversations.movember.com/?utm_medium=movember&amp;utm_source=dynamic&amp;utm_campaign=movember-conversations-link), to address the need.

“Every donation, no matter how small adds up. Signing up for Mo-season is also great way to stay connected within your own social circles, it’s been shown that supporting others can improve your own wellbeing.

“With the help of our community, Movember will continue funding and applying research to prevent our fathers, brothers, partners, sons and friends, from dying prematurely,” she said.

|  |
| --- |
| **TIPS TO GROW YOUR MO** * **Be prepared:** Aim for a style that will grace your face, but embrace the moustache that nature gives you, because whatever you grow will save a bro.
* **Be brave:** The first few days, even weeks, can be uncomfortable as your Mo takes shape. Ride it out to encourage donations.
* **Ignore the itching:** Remind yourself that men have endured worse in the past. You can stand a little face tickle.
* **Shape your moustache:** Get across all the proper grooming techniques. A great Mo comes down to great grooming.
* **Nurture it and keep it clean:** Look after your Mo, and your Mo will look after you.

**OTHER WAYS TO GET INVOLVED*** **Move for Movember-** Commit to 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. You can join a team or run solo.
* **Host a Mo-ment-** Rally a crew and do something fun. Hosting is all about having a good time for a good cause. And you can always put a virtual spin on your plans. The best part? Virtual events are easy to organise, cheap to run and you can go in your slippers. Think an online gaming tournament, Mo Bingo or a virtual trivia night.
* **Mo Your Own Way-** An epic choose-your-own-adventure challenge. You make the rules. You set the limits and chase them down. Take a hike, run a relay, ride from Wollongong to Wagga Wagga. Get creative, push your limits and inspire donations with sheer grit
 |

|  |
| --- |
| **Why do we do it again?*** Globally, we lose one man every minute to suicide
* That’s six men a day in Australia
* We want to halve the number of deaths from prostate and testicular cancer by 2030
* Over 220,000 men are living with or beyond prostate cancer in Australia
* Nine men a day die from prostate cancer
* Testicular cancer is the most common cancer in young men
 |

**For help seeking resources go to:** [movember.com/getsupport](https://au.movember.com/mens-health/get-support), Lifeline 13 11 14 or Suicide Call Back Service 1300 659 467. If life is in danger, encourage them to call 000 or emergency services.

**ENDS**

PR & Comms Manager, Sam Mills: sam.mills@movember.com / 0411 241 475. Images available to download from the [Movember Media Room](https://au.movember.com/media-room/photos-graphics/)

**About Movember**

Movember is the leading charity changing the face of men's health on a global scale, focusing on mental health and

suicide prevention, prostate cancer and testicular cancer. The charity raises funds to deliver innovative, breakthrough research and support programmes 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 around the world. 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