



Movember and The Distinguished Gentleman's Ride commit \$1.15 million to reduce social isolation and improve mental health in the motorcycle community

Australia, 14 June 2020: The leading global men's health charity, Movember, has partnered with The Distinguished Gentleman's Ride (DGR) in a new project to tackle social isolation and poor mental health within the motorcycle community.

The Distinguished Gentleman's Ride Social Connections Challenge is being developed to find initiatives which can improve the social connectedness, life satisfaction and mental wellbeing of motorcycle riders.

Riding is inherently isolating. Commonly, men experiencing mental health challenges don't ride to talk; they ride to escape from their problems, vulnerability and having to communicate. Movember and DGR are looking to develop initiatives that men want to ride toward.

The new funding opportunity will leverage money raised by The Distinguished Gentleman's Ride community to create a pool of AUD 1.15 million to support projects working with men in the motorcycling.

While recognising the camaraderie that already exists among motorcycle riders, the Challenge aims to improve the social connection between motorcyclists further because, in general, people who are satisfied with their relationships and social connections are more likely to experience good mental health and wellbeing.

Although a lack of social connections puts men at greater risk of experiencing poor health, real solutions explicitly aimed at men in motorcycling that address social isolation or loneliness are limited.

Movember and DGR are proud to challenge the creative and forward-thinking people of Australia, Canada, New Zealand, UK and the US to rethink the box and deliver innovative concepts which lead to game-changing solutions targeting social connectedness, life satisfaction and mental wellbeing of motorcycle riders.

Brendan Maher, Movember's Global Director of Mental Health and Suicide Prevention, believes passionately in the impact that community-based interventions can deliver.

"Movember is excited about finding new ways to help men create stronger connections. We know that getting involved in hobbies or shared interests can really help strengthen our sense of belonging and build a strong foundation of support when we experience life's challenges. Funds raised from The Distinguished Gentleman's Ride have enabled this opportunity, and it's great to be able to give back to make what we hope is a lasting impact on motorcycling communities."

Mark Hawwa, The Distinguished Gentleman's Ride Founder, is thrilled to see funds raised by the motorcycling community going into programs designed to improve the mental health and wellbeing of riders.

"The Distinguished Gentleman's Ride began to help build positive connections between riders and their health. Since 2013, our community has tirelessly fundraised to make a positive impact on men's health programs and awareness.

"Along with Movember, we are recognising that men in motorcycling are unique, so we are taking the 'going to where men are' approach to nurture and grow more accessible and engaging programs targeted to men in motorcycling.

"We are proud to announce The Distinguished Gentleman's Ride Social Connections Challenge to fund new programs that will give back to our riders using funds they have raised to make a difference to them."

The Distinguished Gentleman's Ride Social Connections Challenge will operate in two phases. Phase 1 will see a maximum of 25 development grants, valued at up to AUD \$7,500, awarded internationally. These grants will enable applicants to ideate, pitch and develop their idea.

Phase 2 will see a maximum of 10 pilot project grants, valued at up to AUD \$75,000, allocated to selected initiatives. These grants will enable the most promising initiatives to be delivered in pilot format.

The initiative will focus primarily on middle-aged men who ride motorcycles and are dealing with key life challenges, and young riders in need of mentorship.

Each year, The Distinguished Gentlemen's Ride raises funds for men's health, which is then invested in research and programs by Movember.

The Distinguished Gentleman's Ride Social Connections Challenge is an example of the way in which Movember invests in projects aimed at achieving better mental health outcomes and suicide prevention interventions for men and boys.

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Press contact:

Sam Mills, PR & Communications Manager, 0411 241 475 / sam.mills@movember.com

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.

About the Distinguished Gentleman's Ride:

Over 120,000 riders in over 650 cities worldwide dress dapper and sit astride their classic and vintage styled motorcycles each year to raise funds and awareness for men's health, specifically prostate cancer and men's mental health.

The Distinguished Gentleman's Ride (DGR) was founded in Sydney, Australia by Mark Hawwa. It was inspired by a photo of Mad Men's Don Draper standing beside a classic bike and wearing his finest suit. Initially, the themed ride was formed to combat the often-negative stereotype of men in motorcycling while connecting niche motorcycle communities together. Since that first ride in 2012,

The Distinguished Gentleman's Ride has united a passionate and caring global community that shares a love of classic and vintage motorcycles and a connection to a worthy cause.

Further information about The Distinguished Gentleman's Ride can be found [here](#).