



## lululemon x Movember Partnership



*Movember and lululemon join forces to support men's health by amplifying access to mental wellbeing tools and resources.*

### For immediate release

**October 2020** – lululemon AU/NZ and Movember announce a 3-year partnership as lululemon becomes an official Major Partner of the men's health charity.

As the leading global organisation committed to changing the face of men's health, Movember is known for their iconic November campaign that calls on men around the world to 'Grow a Mo, Save a Bro' – and in doing so, raising funds and awareness for men's health issues including mental health and suicide prevention, prostate cancer and testicular cancer.

Along with the option to 'Grow a Mo', the campaign also encourages fundraisers to 'Host a Mo-ment', 'Move for Movember' or 'Mo Your Own Way'. While 'Mo Your Own Way' allows teams or individuals to get creative and choose their own epic adventure challenge (be it a hike, relay, swim), the 'Move' challenge recognises the alarming statistic that globally (on average), one man dies by suicide every 60 seconds.

The partnership is a testament to lululemon's ongoing commitment to enhance mental wellbeing and provide access to tools and practices which support mind and body wellness. This year, lululemon AU/NZ will support the campaign by taking Move to their guests in stores and online, encouraging them to set a goal to run or walk 60km (or more) and *make a move for men's health*.

Paul Tinkler, lululemon Australia & New Zealand Managing Director said, "*We've been connected to the Movember team for years and have been inspired by their work in the men's wellbeing space, so we're excited to collaborate in a more official capacity and amplify the message within our communities. This partnership is about broadening our reach and supporting more people in their wellbeing journey.*"

Throughout their partnership, the two organisations intend to co-create initiatives and experiences that will enable communities to support the Movember cause across lululemon's store and ambassador network – including the potential to develop a lululemon and Movember men's product capsule in 2021.

*"We are so thrilled to announce Movember will be working closely with the team at lululemon over the next three years. What is so exciting about this collaboration, is that it allows us to reach more men, more quickly with mental health tools and resources that will really make a difference,"* said Rachel Carr, Movember Country Director (Australia and New Zealand).

*"There are currently millions of Aussie men grappling with the uncertainty, anxiety, financial stress and job insecurity that go hand-in-hand with a pandemic. While it makes our work in mental health more important than ever, we can't do it alone."*

*"Having this kind of sustained and ongoing support from lululemon will prove invaluable as we work together to deliver the kind of programs, information and awareness year-round that will help our community weather this storm and beyond."*

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To sign up for Movember, head to [movember.com](https://movember.com) and [Sign Up](#). If you would like to join the lululemon fundraising team, see our [Mo Space](#).

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**About lululemon:**

lululemon is a healthy lifestyle inspired athletic apparel company for yoga, running, training, and most other sweaty pursuits, creating transformational products and experiences which enable people to live a life they love. Setting the bar in technical fabrics and functional designs, lululemon works with yogis and athletes in local communities for continuous research and product feedback. For more information, visit [www.lululemon.com.au](https://www.lululemon.com.au).

**About Movember:**

Movember are the leading charity changing the face of men's health. They fund ground-breaking programs and projects globally and understand what works best for men allowing them to accelerate change specifically in the realms of: mental health and suicide prevention, prostate cancer, and testicular cancer. <https://au.movember.com/>

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