

**FOR IMMEDIATE RELEASE  
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## **MOUSTACHIOED 'SOCIAL CIRCLES' TAKE OVER ROYAL BOTANIC GARDENS FOR MOVEMBER**

Moustaches aren't only growing on the faces of men around the state this year, with Royal Botanic Gardens Victoria's Melbourne Gardens sprouting it's own perfectly mowed moustaches as a fitting way to safely catch up and check in with your mates during Movember.

The spaces, created by [STIHL](#) in partnership with Movember, are designed to allow men, families and friends to get outside and visit the gardens, enjoy picnics and spark conversations all while raising awareness for men's mental health, suicide prevention, prostate cancer and testicular cancer.

As part of STIHL's ongoing partnerships with Movember and Royal Botanic Gardens Victoria, the moustache has been mowed by the new STIHL Robotic Mower, the iMOW, with STIHL Battery Mowers mowing the physically distanced circles. The mown circles allow visitors to safely gather and appropriately distance themselves from other groups without spoiling the beauty of Royal Botanic Gardens Victoria lawns.

The STIHL iMOW is currently on trial at the Gardens with the view to installing multiple to help the horticulture team ensure the lawns are perfect all year round whilst freeing up valuable time for other curation projects.

In light of COVID-19 and the need to be physically distanced, similar circles have been appearing on grassy areas around Melbourne including St Kilda, Prahran and Windsor.

Movember Country Director (APAC) Rachel Carr hailed the idea and encouraged men to take a break and get out amongst nature with some mates to help ease some of the anxiety and strain that comes with being apart.

"The mowed circles at the Gardens are a magnificent idea that allows men, and those around them, to get together and start important conversations in a safe and impeccably manicured environment," she said.

"Melburnians have been isolated from their usual support networks and coping mechanisms which can have a huge impact on mental health and wellbeing, and we know that men in particular - who are often not great at reaching out for help when they need it - have been struggling.

"Signing up for, or supporting a mates' Mo-season is also a great way to stay connected within your own social circles, and it's been shown that supporting others can improve your own wellbeing."

As a family-owned and operated business, STIHL has seen a number of staff and dealers' families affected by men's health issues and they are proud to be a partner with Movember to give back to the communities in which they work.

Men die on average six years younger than women for reasons that are largely prevented by participating in regular health checks and conversations about [mental wellbeing](#).

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 through either Growing a Mo, Hosting a Mo-

ment or taking part in Move for Movember, running or walking 60km throughout the month to represent the 60 men around the world who take their own lives every hour.

STIHL Marketing Manager, Lee Gooch, is proud to announce the continued partnership and says that surrounding yourself in greenery is a great way for men to find some headspace.

“We are proud to be partners of both Movember and Royal Botanic Gardens Victoria. Sticking your head over the fence and starting a conversation with your neighbour or having a catch-up with them in one of the distanced Mo circles here at the Gardens could kick-start a life-saving conversation.

“It’s important to create an environment where men feel comfortable to talk about their health issues and the garden can be that place,” said Lee.

People are encouraged to visit the Royal Botanic Gardens of Victoria to make use of the physically distant circles, catch up with friends and view the spectacular gardens.

### **About STIHL**

Voted number one in quality garden power tools with over 90 years of German engineering excellence, STIHL have continued to make an impact by supporting such a prominent cause.

The iMOW is currently on trial at the Royal Botanic Gardens Victoria.

**-ENDS-**

For more information about STIHL’s products or to find your local STIHL dealer, please visit [www.stihl.com.au](http://www.stihl.com.au).

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