



PRESS RELEASE

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A DECADE OF THE DISTINGUISHED GENTLEMAN'S RIDE

DGR celebrates 10 years of riding dapper for men's health on Sunday, 23 May

This year marks a historic milestone for homegrown motorcycling event, The Distinguished Gentleman's Ride (DGR). Since 2012, the event has connected more than 340,000 riders of classic and vintage style motorcycles from 107 countries around the world and raised more than \$35 million AUD for men's health.

Founder of The Distinguished Gentleman's Ride, Mark Hawwa said it was unfathomable to think the simple idea to bring a few dapper men and women together on classic bikes to change the stereotypes of motorcyclists would go viral.

"Since 2012, we've made so many incredible connections and met so many inspiring people; all while raising a huge amount of funds and awareness for men's health on behalf of Movember. It's really taken the world by storm," he said. "This year is a little different to most, but here in Australia, we're fortunate enough to be able to get together in some capacity and get back to what the event is all about - riding classic and vintage bikes in dapper suits.

"The Distinguished Gentleman's Ride isn't just about riding bikes, though. In the past year, we were able to fund almost \$6 million towards programs to help men build more meaningful connections, and strengthen the ways we take care of our veterans and first responders - the latter having had it incredibly tough over the past year and a half. This is done in partnership with Movember through the DGR Social Connections Challenge and the Veterans and First Responders Grant.

"While we may not be able to celebrate together all around the world, it sure won't stop us from connecting with our amazing community of dapper riders here in Australia, and celebrating all the good we've done in the past 10 years."

DGR will mark a decade with the ambitious goal of raising a further \$5 million for charity beneficiary Movember, bringing its lifetime fundraising to a grand total of \$40 million. Participants can also look forward an impressive array of prizes and giveaways including luxury Hedon helmets and a one-of-a-kind 10 Year Anniversary Triumph Motorcycle designed by DGR.

Traditionally held during September, this year DGR moves to its new annual date in May, when close to 50 events are set to take place in locations across both metro and regional Australia. Funds raised by DGR are invested by Movember in mental health initiatives such as the Veterans and First Responders Mental Health Grant program, which aims to improve mental

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health and wellbeing and prevent suicide of firefighters, paramedics, police officers and military veterans who are disproportionately affected by poor mental health.

In addition, the \$1.15 million DGR Social Connections Challenge will see Movember and DGR work together to road-test nine ideas crowd-sourced from around the world that aim to improve social connectedness, life satisfaction and mental wellbeing among motorcycle riders. Of the nine newly announced initiatives, three Aussie ideas are each set to receive up to \$75,000 to fund pilots, including:

- **Mind Moto – Putting the Cog in Cognition (Ipswich, Queensland)**
Aimed at male motorcyclists of all ages, this initiative builds participants' skills and understanding of good motorcycling practices as well as providing new tools for their mental health toolbox, and the confidence needed to deal with life's challenges.
- **The Workshop Project (Sydney, New South Wales)**
Targets men aged 25-50 in urban areas with an app to bring together riders in a safe and sustainable way, enabling them to build friendships and local support around a shared passion for motorcycles.
- **Konnections (Melbourne, Victoria)**
Based out of the Kustom Kommune DIY Motorcycle workshop In Abbotsford, Konnections will expand on the existing "We Kare" support program targeting middle-aged male motorcyclists via a dedicated team of healthcare professionals, mentors and volunteers for men in need of extra support.

Movember's Global Director of Mental Health and Suicide Prevention, Brendan Maher, said: "This year, we're not only celebrating a decade of riding dapper, but also six years of an incredible global partnership between Movember and The Distinguished Gentleman's Ride.

"It's also very exciting to announce the three Aussie projects chosen to progress in the DGR Social Connections Challenge, and having the opportunity to work on initiatives set to make a real difference to men's mental health, while also giving back to the motorcycle community.

"The annual DGR event is essential in helping Movember to fund prostate cancer research and mental health programs that help to save the lives of men both in Australia, and around the world. Now more than ever we need the DGR community to ride dapper and donate to the cause to stop men dying too young."

To register or donate visit gentlemansride.com.

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ABOUT THE DISTINGUISHED GENTLEMAN'S RIDE

The Distinguished Gentleman's Ride unites classic and vintage style motorcycle riders all over the world to raise funds and awareness for prostate cancer research and men's mental health. The Distinguished



Gentleman's Ride was founded in Sydney, Australia in 2012 by Mark Hawwa. After inspiration from a photograph featuring classic suits and vintage motorcycles, Mark decided a themed ride would be a great way to combat the often-negative stereotype of motorcyclists and connect the global motorcycling community and to raise funds for a cause important to every rider. For more information, visit gentlemansride.com.

Partners of the Distinguished Gentleman's Ride include [Triumph Motorcycles](#), [Belstaff](#), [ELF](#) and [Hedon](#), as well as local ride sponsor [Shannons](#). Find out more about the DGR partners here: gentlemansride.com/about/partners

ABOUT MOVEMBER

Movember is the leading charity changing the face of men's health on a global scale. The charity raises funds to deliver innovative, breakthrough research and support programs 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 focusing on mental health and suicide prevention, prostate cancer and testicular cancer.

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