

THE MOVEMBER FOUNDATION MARKS 11 YEARS OF RAISING MEN'S HEALTH AWARENESS IN THE U.S. WITH SUPPORT FROM CORPORATE PARTNERS

Schick® Hydro®, Men's Wearhouse, Jos A. Bank and Others Join the Movement To Stop Men Dying Too Young

LOS ANGELES, Calif. – (October 17, 2018) – The [Movember Foundation](#), the leading charity dedicated to changing the face of men's health in the United States and around the world, today announced their line-up of corporate partners for Movember 2018.

Now in its 11th year, the Foundation's annual, monthly campaign challenges men across the country and globally to grow a moustache to raise funds and awareness for men's health issues. To date—through the moustaches grown, connections created, and conversations generated—the Movember Foundation has proudly welcomed **over five million** supporters and helped **fund 1,200** innovative men's health projects across **twenty countries** in prostate cancer, testicular cancer, mental health and suicide prevention.

The Movember Foundation's corporate partners are critical in raising vital funds, increasing awareness and engaging conversations on men's health across diverse communities in the U.S.

"We are extremely grateful for the support of our 2018 Movember corporate partners, and are privileged to work with such fantastic organisations." said John Owens, USA Country Director. "They truly help us make a difference in our mission to ensure that our fathers, partners, brothers and friends are not alone in facing a health crisis, and that they live happier, healthier, longer lives."

The Movember Foundation's 2018 major partners in the U.S., include Schick® Hydro®, Men's Wearhouse and Joseph A. Bank while Promotional Partners include Fossil, Dutch Bros, Bluestone Lane and Sunset Tomatoes.

A full list of Movember's partners can be found online at the [Partner](#) page.

MAJOR PARTNERS:

JOSEPH A BANK

At Jos A. Bank, we make every effort to ensure that men always look their best. We also want to make sure that men are leading healthy lives. By partnering with The Movember Foundation, we want to raise awareness and encourage men to live healthier, longer lives. We are partnering with Movember in two important ways. First, we are donating \$100,000 to The Movember Foundation. Secondly, we're offering participants who sign up at [Movember.com](#) the

opportunity to take 50% off any regular price suit, sportcoat or dress shirt purchase, including custom. (Restrictions apply.) We know men want to look sharp and feel confident. A custom suit gives men the opportunity to show their own style in comfort and class—which is what both Jos. A. Bank and The Movember Foundation stand for. Jos. A. Bank has been dressing men for 115 years. We don't just sell menswear; we craft it from start to finish. We source the fabric, design the clothes and bring it all together in-house with no middleman. It's how we're able to keep costs low and ensure that every detail meets our standard of excellence. It's not just a better way; it's the Bank Way.

MEN'S WEARHOUSE

At Men's Wearhouse, we strive to help all leading men look, feel and be the best man they can be. We want men to feel good about themselves, whether that means how they feel about their clothing or how they feel about their lives. Movember's efforts to raise awareness for men's health issues are significant because they address ideas that men are often uncomfortable talking about. We want to make feeling good as important as looking good, and we're doing that in two ways this Movember. First, we're donating \$100,000 to the Movember Foundation. In addition, to encourage our guys to get involved, we're offering Movember participants the opportunity to take \$50 off any custom suit purchase. (Restrictions apply.) Our custom offer is a perfect complement to Movember's goals. While creating a custom suit, a man gets to know himself better—how he expresses himself, how he wants the world to see him, and, most importantly, how he feels. The way a man feels is a cornerstone of both the Movember Foundation and Men's Wearhouse. Men's Wearhouse has been suiting men for over 45 years. With Expert Stylists and Master Tailors in every single one of our 700+ stores, we deliver world class customer service while helping guys feel confident for every occasion. From the workplace to the weekend to once-in-a-lifetime special events, we help you like the way you look.

SCHICK® HYDRO®

Schick® Hydro® is pleased to announce an official partnership with the Movember Foundation as part of the launch of our Schick® Hydro® 5 Sense® razor and our "Locker Room Talk" webisode series, featuring basketball superstar Kevin Love and other notable athletes. The series is a product of our larger "The Man I Am™" campaign which launched in August. Together, we will raise vital funds for the Movember Foundation and The Kevin Love Fund, and garner awareness to ensure men live happier, healthier, longer lives.

"There are few organizations that have done more to educate the male population on what it means to be a healthy man than the Movember Foundation, and there are few men who have done more to spark positive male conversations this year than Kevin Love," said Carolyn Turoczi, Schick® Hydro® senior brand manager at Edgewell Personal Care. "Through 'The Man I Am™' work, we've created a purpose-first campaign that celebrates what it means to be a man today while establishing partnerships that will push healthy masculinity conversations to new heights." For more information, visit www.schickhydro.com.

PROMOTIONAL PARTNERS:

BLUESTONE LANE

Raising awareness for mental health that transcends gender, Bluestone Lane urges men and women to join their Mo Space, offering participants free coffee every day of the month in November. Coffee shops and cafés have always been a place for connecting, which is why Bluestone Lane will be the meeting hub of the Movember movement, offering a place for locals to come together and talk about men's health and mental health. Throughout November, Bluestone Lane urges people to start a conversation at any of their locations nationwide. Proceeds from coffee sales on November 9 and November 30 will be donated to Movember.

DUTCH BROS

[Dutch Bros Coffee](#) is collaborating with the [Movember Foundation](#) to raise funds for men's health issues in the month of November. Beginning Thursday, Nov. 1, all Dutch Bros locations will sell a limited run of #DBMOVEMBER reusable straws for \$1, committing a minimum donation of \$100,000 to the Movember Foundation. Dutch Bros is the country's largest privately held drive-thru coffee company, with more than 320 locations and 9,000 employees in seven states serving specialty coffee, smoothies, freezes, teas, a private-label Dutch Bros Blue Rebel energy drink and nitrogen-infused cold brew coffee. In addition to its mission of speed, quality and service, Dutch Bros is committed to giving back to the communities it serves. Through its Love Abounds Foundation and local franchisees, Dutch Bros donates more than \$5.8 million each year to causes across the country. To find a Dutch Bros near you visit www.dutchbros.com/locations.

FOSSIL

[Fossil](#) has combined forces with the Movember Foundation to launch an exclusive hybrid watch + digital dial that supports Movember's commitment to men living happier, healthier and longer lives. We are thrilled to bring customers our Fossil Commuter Hybrid watch and its smart capabilities in conjunction with the MOVEMBER campaign. The no-charge hybrid smartwatch features a 42mm stainless steel case with a moustache-printed dial, mustache embossed strap, and smart capabilities that include activity tracking, filtered notifications, music control, and water resistance (up to 50m). Customers who own a Fossil touchscreen smartwatch can also choose a Movember dial as part of the custom watch designs. The seasonal dial features a digital mustache that grows each day, resulting in a fine mustache by the end of the month! Fossil also created a signature watch tin to celebrate and honor the Movember cause. The Movember x Fossil collaboration is a celebration of creating positive change and raising funds and awareness for men's health throughout the month of November and beyond. The hybrid smartwatch retails for \$175, and for every collaborative watch sold, 20% of the watch's retail price will be donated to the Movember Foundation. The limited-edition timepiece will be available on October 22, 2018 in select Fossil US retail stores and on www.fossil.com.

SUNSET TOMATOES

After its Kumato® tomato was named one of the healthiest foods for men by Men's Health in 2014, SUNSET®, a pioneer and industry leader in the greenhouse industry, was inspired to support the Movember Foundation. 2018 will mark the company's fourth consecutive year as a sponsor. Once again, SUNSET is encouraging its customers and fans to increase awareness of important men's health issues on social media. Participating is easy: Use the hashtag #MOKUMATO when

posting a selfie with the limited-edition moustache label found on all 1lb. packages of Kumato tomatoes or when sharing a photo of a man who inspires you on your favorite social network during the month of November. Consumers and fans who share photos will not only inspire all men to take better care of themselves, they'll qualify to win one of five prize packs valued at over \$200. SUNSET will also be sharing men's health facts, #MOKUMATO photos, and updates on employee fundraising and moustache growing progress at sunsetgrown.com/movember.

About the Movember Foundation

The Movember Foundation has one goal: to stop men dying too young. As the only global charity tackling men's health issues year-round, the foundation supports the following causes: prostate cancer, testicular cancer, mental health, and suicide prevention. Since 2003, the support of more than 5 million men and women has funded over 1,200 innovative projects across more than 20 countries. To donate or learn more, please visit movember.com. Movember is a registered 501(c)(3) charity.

Fox Deatry
Head of PR
Movember Foundation, U.S.
Fox@movember.com
(310) 739-5117