

## **In its 11th Year in the U.S., Movember Foundation Debuts 50 Million Men**

*Campaign Aimed to Improve the Health of 50 million American Men Over the Next Five Years Initiative Will Launch in Early 2019*

LOS ANGELES, Calif. - (October 29, 2018) - The Movember Foundation, the leading charity dedicated to changing the face of men's health in the United States and around the world, announced today the launch of the 50 Million Men campaign.

Men's health is in crisis. Life expectancy of American men is 5 years less than women. To contribute to a transformative change in men's health, we need to empower all American men with greater knowledge and resources to stay healthy, and take action early if they begin to experience mental or physical ill health. Closing this gap will lead to healthier men, families and communities.

Set to debut in early 2019, Movember Foundation is tackling this challenge through an unprecedented set of digital health products and health promotion initiatives aimed at ensuring that 50 million American men live happier, healthier lives over the next five years.

Cost-free, these digital resources, programs and campaigns prioritize prevention, early intervention and the empowerment of men to better self-manage their health with support from families, peers and communities. They will include online training programs, health trackers, and promotional tools in prostate cancer, testicular cancer, and mental health and suicide prevention. For more specifics, please go our [media room](#).

*"We are profoundly proud to launch this campaign in the United States in the beginning of 2019," noted Paul Villanti, Global Director of Programs for the Movember Foundation. "Not only will this lead to healthier men across the U.S., but this will also play a crucial role in contributing to healthier families and communities."*

Since 2004, the Movember Foundation has invested over 200 USD million in over 150 research projects in the U.S. and internationally to develop new approaches in men's health.

### **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](http://movember.com). Movember is a registered 501(c)(3) charity.

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