



MEDIA RELEASE

FOR IMMEDIATE RELEASE

AUSTON MATTHEWS PUTS HIS ICONIC MO ON THE LINE, RAISING FUNDS AND AWARENESS FOR MOVEMBER

Toronto | November 9, 2020: Today, hockey icon and facial hair connoisseur, Auston Matthews announced he will be parting with his beloved moustache – for a price. With one of the most talked about ‘Mos’ in the NHL, Auston has committed to shaving off his trademark moustache in the name of men’s health, working with Movember in a bid to raise \$134,000 for the global men’s health charity by the end of November. Whether you love it or hate it, fans are encouraged to donate to Auston’s Movember Mo Space, which can be accessed using the link in his Instagram bio. Once he reaches his goal of \$134,000, the Mo will be coming off, but more importantly the money raised for Movember will be invested back into ground-breaking research and programs targeting prostate cancer, testicular cancer, men’s mental health and suicide prevention.



To formally launch his call-to-donate, Matthews stars in a ‘mean tweets’-style video, where he finds out what the world really thinks of his moustache – reading, reacting and responding to some of the internet’s funniest comments about his notorious Mo before committing to shaving it off in the name of men’s health.

“I’m willing to shave it off, but only for a good cause,”

Matthews declares in the video. *“Your donation will help Movember improve the lives of men. The fate of this incredible moustache is now in your very capable hands. Don’t let me down.”*

Movember is the world’s leading men’s health organization and kicked off its 14th annual campaign last week. While this year might look a little different with moustaches sprouting behind a mask, the need to raise funds and awareness for men’s health has never been more important. Funds raised during the month of Movember (and all year round) will go towards funding innovative global programs and research focusing on Movember’s primary cause areas including men’s mental health, prostate cancer and testicular cancer.

“We’re so excited to be working alongside Auston Matthews to raise vital funds for men’s health,” says Todd Minerson, Country Director for Movember Canada. “Auston’s moustache is iconic. When you think of the NHL and moustaches, it’s one of the first that comes to mind. This is why it’s especially exciting for

CHANGING THE FACE OF MEN’S HEALTH



us to have Auston willing to put that trademark Mo on the line to help us raise awareness and funds for Movember during a year when conversations around men's health have never been more important.”

For those looking to join Auston in raising awareness for Movember - Mo Bros and Mo Sisters can sign-up and create their own Mo Space at www.Movember.com where they can choose to Grow, Move, Host or Mo Your Own Way and start raising funds and awareness for men's mental and physical health.

Fans (or anti-fans) can have their say and donate to Auston's Mo Space movember.com/austonmatthews .

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About Movember:

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