



MEDIA RELEASE

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**HALVE A MO TO HONOUR A BRO:
MEN URGED TO FLY HALF-MAST ON LAST DAY OF MOVEMBER**



FOR IMMEDIATE RELEASE: Thursday November 29, 2018 – As Mo Bros around the country prepare to farewell their moustaches on November 30, the [Movember Foundation](#) is urging them to shave-down to a ‘Half-Mast Mo’ in one final fundraising act for men’s health.

The call to don the lopsided look will close out a month that has seen almost 85,000 Mo Bros and Mo Sistas register with Movember to raise funds and awareness for prostate cancer, testicular cancer, mental health and suicide prevention.

Movember Country Director Rachel Carr said it was a huge effort from the Australian Movember community, but men’s health was still in crisis and there was still more to be done.

“It’s heartbreaking to think that this month alone we lost 469 Aussie men to prostate cancer, testicular cancer and suicide,” she said. “And in the same way we fly a flag at half-mast to honour the lost, the Half-Mast Mo pays respect to the mates, brothers, fathers and sons who should be with us today.

“We know it will be tough for some blokes to halve their hairy creation. But whether it’s for a day, an hour or a minute to snap a selfie, by sharing your Half-Mast Mo with #Movember on social media you will be joining the bravest of Mo Bros in one final push for funds to stop men dying too young.”

In partnership with Movember, [Tommy Gun's Original Barbershop](#) will be offering free ‘Half-Mast Mo’ shaves for one day only on Friday Movember 30th to men who are brave enough to shave off half their Mo.



To get involved, grab your trusty razor or visit your nearest [Tommy Gun's store](#) and proudly fly a selfie of your Half-Mast Mo on Movember 30 using #Movember, or donate at [movember.com](#).

As the razor comes down on the final day of Movember 2018, the foundation has revealed that 630km of moustache hair has been grown during the month; longer than the distance between Adelaide and Ballarat.

Those that opted to Move for Movember by walking or running 60km over the month covered a combined total of almost 783,000 kms – the equivalent of circumnavigating the earth more than 19 times.

Of the Mo Bros and Mo Sistas who registered their state, New South Wales had the highest number of participants (24,626), followed by Victoria (22,466), Queensland (15,956), Western Australia (7,419), South Australia (4,398), ACT (2,305), Tasmania (1,518) and the NT (641). Those in the ACT raised an average of \$165 per person.

While numbers were well up from 2017, a recent Instagram survey conducted by [news.com.au](#) showed some blokes are still squeamish when it comes to their health; 40% of 203 men polled saying they would rather pluck their Mo hairs one at a time than have a prostate exam (60%).

The state of men's health:

Throughout the month Mo Bros and Mo Sistas become walking, talking billboards, sparking conversations and raising critical funds that support breakthrough men's health projects, with the goal of changing the face of men's health.

- Each year, more than 17,000 Australian men are diagnosed with prostate cancer
- Each year, more than 3,400 Australian men die from prostate cancer
- More than 2,000 Australian men die by suicide each year
- 3 out of 4 suicides in Australia are men

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Media Contact:

For further information or to arrange an interview, please contact – Lisa McKoy, Media Relations Specialist, Movember Australia lisa.mckoy@movember.com / 0468 366 691

About the Movember Foundation

The Movember Foundation is the leading charity dedicated to changing the face of men's health around the world. With a singular goal to stop men dying too young, the foundation supports the following causes: prostate cancer, testicular cancer, mental health and suicide prevention. The Movember Foundation's suicide prevention campaign is a key strategic element of their goal to reduce the rate of male suicides by 25% by 2030. Since 2003, the support of more than 5 million participants has funded over 1,200 innovative projects across more than 20 countries. To donate or learn more, please visit [movember.com](#)



About Tommy Gun's Original Barbershop

At Tommy Gun's you're not just getting a service, you're getting an [experience](#). With a touch-screen check-in system (so you don't have to sit and wait), in-mirror TV's (so you can watch Foxtel), a refreshing beverage of your choice, and a hot towel finish – you'll never want to leave. It's part barbershop, part man cave.