



MAYEIGHT!: MOVEMBER HIGHLIGHTS IMPORTANCE OF MAN DATES

NATIONAL DAY OF MATESHIP TO TACKLE EPIDEMIC OF SOCIAL ISOLATION, LONELINESS

May 7, 2018 AUSTRALIA – Is there anything more Australian than a dedicated national day to catch up with your mates? Probably not, which is why Aussie-grown men's health charity, the [Movember Foundation](#), is encouraging blokes to take part in an official day of mateship this Tuesday May 8.

With 1 in 4 Australian men stating they have few or no social connections and one-third being unsatisfied with the quality of their friendships, Movember is urging guys to catch up with a mate on MAYEIGHT! – whether that's going for a coffee with a workmate, a round of golf or a pub meal.

“Although mateship is a core Aussie value, the reality is that millions of Australian men are feeling isolated,” said Craig Martin, Global Director of Mental Health & Suicide Prevention at the Movember Foundation. “We know from research that once men hit their 30s, their social connections tend to drop off, as their priorities change and the increased pressures of family, work and finances kick in, leaving men without a support network when times get tough.”

“Suicide is the biggest killer of young men under the age of 45 and part of the problem has been social isolation and a reluctance to open up,” says Martin. “However, if guys do make the effort to stay in touch with their mates, it can have a positive impact on their mental health, and can even protect against depression.”

With Movember-funded research revealing that less than half of guys would turn to a mate if they were going through a tough time, the Foundation's third annual MAYEIGHT! campaign is aiming to tackle social isolation and improve mental health among mates.

“This year we want men to try something a little different during their MAYEIGHT! catch up,” said Rachel Carr, Movember Foundation Country Director (Australia & NZ). “If they can take the initiative to get to know what's really going on in their mate's life, there is the opportunity to spark a potentially life-changing conversation – the simple first step is just to ask and listen.”

For more information on starting important conversations with your mates this Tuesday, visit [mayeight.com](#).

What is Movember doing to tackle social isolation and loneliness in men?

The Movember Foundation has also invested \$5.6 million in the Social Innovators Challenge, a series of projects aimed to strengthen the social connections of those men at risk of becoming isolated. [Waves of Wellness Sand 'N Surf](#) is one of six projects launched in Australia. As well as teaching men to become to physically and mentally fit, the six week learn-to-surf wellness program teaches young men the skills they need to cope with everyday challenge.

In addition, Movember are supporting [Dads' Group Inc.](#) (DGI), who have identified the transition to fatherhood can be significantly isolating amongst men. Together with local government, DGI are implementing dads' groups across various regions of Australia, with the goal of connecting new fathers and reducing isolation. This will ensure dads have a space to share their experiences, make new friends and enjoy happier, healthier family lives as they transition into parenthood.



Please remember to print local help lines should your media outlet choose to share suicide statistics and information. The local numbers are: Lifeline 13 11 14; Suicide Call Back Service 1300 659 467; if life is in danger call 000 or go directly to Emergency Services.

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.

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