



MOVEMBER SET TO IMPROVE MEN'S HEALTH THIS NOVEMBER AT THE MELBOURNE WORLD CUP OF GOLF

21 June, 2018: To help raise much needed funds, and awareness of men's health issues, the Movember Foundation will come in swinging following their appointment as the official charity of the Melbourne World Cup of Golf, to be held at The Metropolitan Golf Club from the 21-25 November 2018.

And with players from 28 nations descending on Melbourne for the event, the opportunity exists for players and fans to sport a traditional national mo to support the cause and get involved.

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 funds programs tackling prostate cancer, testicular cancer, mental health and suicide prevention.

In 2018, more than 1.4 million men globally will be diagnosed with prostate cancer. Three out of every four suicides are men and, in Australia, testicular cancer is the most commonly diagnosed cancer in men between the ages of 20 and 34.

With those statistics, Melbourne World Cup of Golf Executive Director Robyn Cooper says the Movember Foundation is the perfect fit for the tournament.

"We are proud to be able to support a global charity that was born in Melbourne," Cooper said.

"Approximately 75% of the world's golfers are male and from Craig "The Walrus" Stadler to John Daly and our own Geoff Ogilvy to legendary caddie Mike "Fluff" Cowen, the moustache has long been the trademark of the stylish pro golfer."

The PGA TOUR has been a strong supporter of the moustache, with the Web.com Tour conducting the annual Moustache Madness contest at the Utah Championships every July.

In 2012, Australian pro James Nitties took the title with a "Mo-tach" - a thick black ribbon that wrapped almost completely around his head and wound up in a Mohawk.

The Movember Foundation raises funds that deliver innovative, ground-breaking research and support programs enabling men to live, happier, healthier and longer lives.

Movember Foundation Australian & NZ Country Director, Rachel Carr said: "An impressive moustache has long been the mark of a formidable golfer, which is why we're thrilled to make it official as a 2018 Melbourne World Cup of Golf charity partner.

"With approximately 60 million golfers worldwide, this partnership is an exciting opportunity to bring perfectly manicured mo's to Australia's most perfectly manicured fairway, while also highlighting men's health issues on the world stage.



“Additionally, the Foundation is a huge advocate for guys engaging in behaviours that have a positive impact on overall mental health. Getting active during a round of golf with some mates is a great way to improve mental wellness and can even protect against depression,” Carr said.

Australia will take on the world when International golf returns to Melbourne with the 59th edition of the World Cup of Golf at The Metropolitan Golf Club, from 21-25 November 2018.

Twenty-eight, two-person teams comprised of the world’s top players vie for the largest prize money purse in Australian golf, with \$US7 million on offer.

And with 28 nations capable of bringing the might of the mo to the golf course, the PGA TOUR and Melbourne World Cup of Golf will combine with the Movember Foundation to come in swinging for men’s health with a range of activities on course during tournament week that will raise both awareness and much needed funds for the Movember Foundation.

Help change the face of men’s health this Movember, sign up at Movember.com to Grow a Mo and raise critical funds for men’s health.

To donate or learn more, please visit Movember.com.

Tickets to the Melbourne World Cup of Golf are now on sale at www.WorldCupofGolf.com

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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. We raise funds that deliver innovative, ground-breaking research and support programs to enable men to live, happier, healthier and longer lives.

Awareness and fundraising activities are run year-round by the Foundation, with the annual Movember campaign in November being globally recognised for its fun, disruptive approach to fundraising and getting men to take action for their health.

Since 2003, we’ve created a men’s health movement of over 5 million supporters across the world. Through the moustaches grown and the conversations generated, we’ve helped fund 1,200 innovative men’s health projects across more than 20 countries. To donate or learn more, please visit Movember.com.



About Melbourne

Melbourne is recognised as one of the event capitals of the world. It is the host city to many annual international events, including the famed Melbourne Cup Carnival, the Australian Open Tennis Championships and the Formula 1® Australian Grand Prix.

In August 2017, Melbourne was voted the world’s most liveable city for the seventh year running by the Economist Intelligence Unit’s annual lifestyle survey. The survey ranks all cities according to factors such as healthcare, education, environment and infrastructure.



Melbourne is a thriving cultural capital, home to a world-class gastronomy, fashion and arts scenes. It is a gateway to the state of Victoria, including 21 wine regions, the iconic Great Ocean Road and abundant native wildlife.

Melburnians are warm, welcoming and enthusiastic about their city, enjoying a lifestyle that embraces the great outdoors, all things coffee and food, and a vibrant music and arts scene.

THE Melbourne Sandbelt *Classic Golf*

The Melbourne Sandbelt

The Melbourne Sandbelt boasts a fabulous group of golf courses that epitomise the golden age of golf architecture.

Spanning the south-eastern suburbs of Melbourne, the courses are built on grey sand, boast stunning fairways and are conveniently located within a short distance of each other.

Royal Melbourne (East and West), Kingston Heath, Metropolitan, Victoria, Commonwealth, Huntingdale, Yarra Yarra, Peninsula (North and South) are all championship venues masterminded by acclaimed architects.

Enthusiasts can also access the Mornington Peninsula and Yarra Valley for further golf experiences.



About the International Federation of PGA Tours

The International Federation of PGA Tours was formed in 1996 by golf's five world governing bodies – the European Tour, Japan Golf Tour Organization, PGA TOUR, ISPS Handa PGA Tour of Australasia and Sunshine Tour (South Africa PGA Tour) with the purpose of providing a forum for the world's professional golf organizations to discuss issues of mutual importance and, together, develop and promote the game of golf on a global basis. As part of its mission, the Federation initiated the World Golf Championships in 1999. The Asian Tour joined the International Federation of PGA Tours in November 1999, while the Canadian Tour and the Tour de las Americas joined the Federation as associate members in 2000 and 2007, respectively.

In step with global growth of professional golf, the International Federation of PGA Tours announced an expansion and restructuring of its membership in 2009, adding the International Golf Association and additional professional golf tours, including – for the first time – women's golf tours: China Golf Association; Korea Professional Golfers' Association; Professional Golf Tour of India; LPGA Tour; Ladies European Tour; Australian Ladies Professional Golf Tour; Japan LPGA; Korean LPGA; and Ladies Asian Golf Tour.

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