



## THE MOVEMBER FOUNDATION APPOINTS RACHEL CARR AS AUSTRALIAN COUNTRY DIRECTOR



*The former Head of Cancer Research UK's Stand Up to Cancer (SU2C) campaign joins Movember to help change the face of men's health*

**MELBOURNE, Australia (2 May, 2018)** – The [Movember Foundation](#), the only charity tackling men's health issues on a global scale, has appointed Rachel Carr as Country Director. In her new role, Carr will be responsible for establishing and executing the Foundation's go-to-market strategy in Australia.

As the former Head of Stand Up To Cancer – one of Cancer Research UK's highest profile campaigns – Carr led the development and delivery of a fully integrated fundraising and communications strategy. In 2016, her leadership resulted in SU2C experiencing its most successful campaign to date, while 2017 saw Carr grow the campaign both off and on air with in-show programming for the campaign through popular Channel 4 television shows including *The Great British Bake Off*, *Hunted* and *Gogglebox* as well as the delivery of a diverse fundraising portfolio.

"I recognise the critical need for the work the Movember Foundation does, and I am amazed by the progress they have made in prostate and testicular cancer research," said the newly appointed Carr. "I am also excited about their work in the mental health and suicide prevention space. Around the world, on average, we lose a man to suicide every minute. Movember is taking action to tackle this crisis."

Carr brings 15 years' experience in both the private and charity sectors to Movember, including more than nine years' mass fundraising, marketing and product development experience. She has also worked on brands including Budweiser, Cadbury and John Frieda.

In addition, as former Head of Event Marketing and Sponsorship at CRUK, Carr led and managed all advertising and marketing for the charity's mass participation event portfolio including the wildly successful women-only fundraising event, Race for Life. Outside the office, she loves dancing, singing (badly) and is a big Manchester United fan.

Carr joins the Movember Foundation as it celebrates its 15<sup>th</sup> year in Australia. During this time the Foundation has funded more than 1,200 ground-breaking projects across more than 20 countries with a focus on prostate cancer, testicular cancer, mental health and suicide prevention.

### **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).

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