



Media Alert

Mo-cyclists to Ride from Brisbane to Melbourne for Movember

A group of cyclists are riding more than 1900 kilometres from Brisbane to Melbourne to raise awareness and vital funds for men's health, specifically prostate cancer and depression. The mo-cyclist group are participating in Ride For Movember and will visit a number of towns and communities as part of their journey south.

Referring to themselves as Mo-cyclists the group of 10 riders includes representatives from national construction company Abigroup and cyclists from international cycling company Specialized, who have joined forces with international health promotion initiative Movember.



Ride For Movember will set-off from Brisbane on Friday 11 November and will ride an average of 150 kilometres a day, arriving in Melbourne on Friday 25 November, in time for the annual Movember Gala Parte at Festival Hall on Saturday 26 November.

According to Movember representative Greg Rafferty, awareness, education and open discussion are key to changing the face of men's health and Ride For Movember will help to bring these messages into several communities along the eastern seaboard.

"More than one in eight men will suffer from depression in their lifetime and one in nine men will be diagnosed with prostate cancer," said Greg. "These are hard hitting facts considering many health issues men face are preventable. Anything we can do to get people talking about men's health is a good thing."

Abigroup National Survey Manager, and Mo-cyclist Brett Lehman said, "This ride is all about starting a discussion around men's health in as many communities as we can, and hopefully raising a little bit of money for men's health research along the way."

For more information about Movember the causes it supports and issues relating to men's health visit www.movember.com.au

To arrange a photo opportunity or interview this afternoon (Thursday 10th November) please call Mo Sista, Kate Selth, on 0424 6107 32 or email kate@movember.com