



SAVE 'YOUR' DATE!

Calling all Mo Sistas! Moustache Season is not just for the gents because no Mo can do it alone. Mo Sistas will help nurture this year's crop, providing encouragement, support and love to ensure a bumper season. Like her Country Gentleman, the Mo Sista has an appreciation for authentic quality and revels in the sight of genuine moustaches roaming freely during Movember.

For many Mo Bros, growing a moustache is something they've never tried before. Many are worried about how they'll look and can be reluctant to endure the feeling of tickly lip whiskers as they begin to sprout. A Mo Sista can help her Bros through this stage and can show support in a number of ways. We suggest you begin by getting comfortable with the moustache, touch it, get to know it, love it! Then, jump right into Movember by registering at www.movember.com, starting a team, donating to the Mo Bro in your life, rally support for the cause and attend a highly anticipated Gala Parté at the end of the month.

One of the biggest hurdles men face in regards to their health is a general reluctance to talk about the issues they face, whether with their partner, family, mates or doctor. One-third of men have not seen a doctor in the past year and 10% have not seen one for five years. Women play a key role in encouraging the men in their life to proactively manage their health, research even suggests that that married men are more likely to see a doctor than single guys.

Having an annual check-up is quick and easy and increases the chance for early detection and effective treatment for many manageable diseases. Women who know the facts including warning signs, diagnostic methods and treatment options can help debunk the myths and ease the fears that stop many men getting help and addressing potentially life-threatening conditions like prostate cancer and depression.

For the first time this year, Mo Sistas will be able to 'officially' adopt a Mo Bro in their life via the soon to be released **ADOPT A MO** application on Movember's Facebook page. The app identifies which guys in your friends list are registered for Movember, then you simply choose one Mo Bro and sponsor him for the month.

This Movember, show your man you care by registering as an official Mo Sista and joining the global movement to change the face of men's health. AND remember to encourage your man to have a check-up... a little bit of nagging may just save his life!

For further information about Movember and Mo Sista Ambassadors contact: Madeleine Farrelly

03 8416 3900 | 0407 872 471 | madeleine@movember.com

<http://au.mediaroom.movember.com/> | [facebook.com/MovemberAustralia](https://www.facebook.com/MovemberAustralia) | [@movemberAUS](https://www.instagram.com/movemberAUS)