



## DIGITAL WORLD GROWS HAIRY

Movember, the world's largest men's health movement, will extend its global reach this Moustache Season by introducing new Mobile and Facebook applications to streamline the recruitment and fundraising process and enhance the hairy-experience for Mo Bros and Mo Sistas around the world.

Movember, at heart, is a grassroots, digitally based charity that is proud to have connected over a million participants around the globe, raising \$AUS 178 million to change the face of men's health.

Movember has utilised social media and the web to run a truly innovative charitable experience. It is a unique charity in that 90% of all donations are made online, so a logical evolution for the 2011 campaign was to extend the experience to mobile and Facebook.

This year Movember will unveil a totally revamped mobile app (available on iPhone and for the first time, Android) and will launch two Facebook apps aimed at making recruitment and fundraising simple and enjoyable.

### MOBILE APP HIGHLIGHTS

Once registered on Movember.com, the Movember mobile apps provide Mo Bros and Mo Sistas instant access to key features of their Mo Space page, allowing them to manage their campaign on the go:

- **Instant Fundraising:** Track donations made to you or your team, request donations from your phone and thank supporters.
- **Mo Space Management:** Change profile photo, write on your wall, recruit friends to grow a Mo and to join your team.
- **Mo Fun:** Want to see what Mo Style best suits your face? Check out the Movember style guide to help you grow. Can't grow a Mo? Use our Virtual Mo.



### FACEBOOK APP HIGHLIGHTS

With nearly 25% of traffic to Movember.com originating from Facebook during last year's campaign, Movember has created two unique apps that build on that trend and leverage social media to further promote awareness and raise funds:

- **Adopt-A-Mo:** Allows anyone to support a registered Mo Bro or Mo Sista's commitment to men's health by adopting and pledging to nurture their Mo by donating \$1 a day for the full month of Movember. The app will allow you to donate directly to the participant via Facebook (rather than take you back to Movember.com).
- **Recruit-A-Mo:** Allows registered Mo Bros and Mo Sistas to ask Facebook friends to join their Movember team or create their own team. Registration takes place on Facebook, so users don't have to leave the platform.

**For further information about the apps (including screen shots and testing) or Movember contact:**

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