

HAIR OF THE WILD

Upper lips beginning to twitch in anticipation around the country (and the world) is a sure sign that moustache season is just around the corner. With that, the gentlemen of Movember are preparing to register at www.movember.com and grow a moustache with pride during the month of November, all in the name of men's health.

Movember believes that a well-kept moustache is a mark of a gentleman, crafted with pride almost like a coat of arms for your face. In 2011, its ninth year, Movember is back doing its bit for prostate cancer and male depression with a campaign that gives a nod to the country gentleman and life in the great outdoors. Men with an appreciation of natural quality, craftsmanship and the simple pleasures in life will be roaming proud during November, sporting their face grown and hand brushed moustaches.

Movember moustaches were first grown in Australia in 2003 and since that time word of Movember and its men's health messages have spread across the globe, with official Mo campaigns running in Australia, New Zealand, the UK, Ireland, the US, Canada, South Africa, Finland, the Netherlands, Spain and the Czech Republic. In addition, Movember is aware of supportive Mo Bros and Mo Sistas dotted around the world; all of whom have played an important role in growing Movember into what it is today.

Adam Garone, original Mo Bro comments. *"The moustache has and continues to be a great catalyst for change. Not only are awareness levels improving but the money raised is helping to fund some world class initiatives, which without the efforts of our Bros & Sistas, would otherwise not be possible. We've managed to get the conversation of men's health started and now our challenge is to keep it going. We hope that Australia will once again get behind the cause in 2011."*

The 2010 campaign was the biggest in Movember's year history, with over 130,000 Australians joining the fight for men's health. The incredible efforts of the Australian Mo Community raised a record **AUS \$25 million** for *beyondblue – the national depression initiative*, the Prostate Cancer Foundation of Australia and the Movember Foundation. This was part of **AUS \$72 million** raised globally by an army of nearly 500,000 Mo Bros and Mo Sistas.

Despite this achievement there is still significant work to be done. On average men die five to six years younger than women. The suicide rate is four times higher for men than women and more than five men die prematurely each hour from potentially preventable illnesses.

Garone continues, "Movember will continue to work to encourage men to become more aware and actively involved in their own health, thereby increasing early detection, diagnosis and effective treatment. We want men to know the facts and to have a relationship with their doctor by having an annual check-up during Movember."

In true Movember style, the Mo Community will come together at the end of the month at the ultimate celebration and grand finale in their State – the Gala Parte. Mo Bros (dressed to suit their Mo) accompanied by Mo Sistas (dressed to suit their Mo Bro) will vie to be crowned the Man of Movember and Miss Movember.

Movember will be making further announcements relating to the campaign, including ambassador news and events. Keep up to date with the latest Mo news on the News Page at www.movember.com.

Grow it. Groom it. Nurture it. Movember 2011.

To arrange an interview please get in touch with the press team at Mo HQ or to download images and campaign tools, head to <http://au.mediaroom.movember.com/>

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