



Movember Founder Biographies



Luke Slattery (GM Australasia/ Global Marketing director)

Responsible - for overseeing all elements of the Australian and New Zealand campaigns and assisting with the international communication strategy. And, working closely with Movember's two partners in Australia, *beyondblue* and Prostate Cancer Foundation in communicating the outcomes of the work underway as a result of funds raised by Movember.

Career path – 10 years in the surf & skateboard industries from retail management to sales and marketing for a variety of companies and brands.

First Movember moment – Having a beer on Brunswick Street, Fitzroy in 2003 when over a conversation about fashion and trends Travis and I decided that the Mo could do with a revival.

Finest Movember moment – A letter and photo we received from a 71 year old in 2007 who saw our TV commercial in rural NSW and grew a Mo for the first time in his life. He was proud to be able to do his bit for men's health.

Ambitions for Movember - I always thought it would be great to see a photo from space and for there to be a big cloud wrapping itself around the globe shaped like a Mo. Back to reality though, I hope that through a moustache once a year, we can continue to make inroads into men having a chat and learning more about their health.

Preferred Choice of Mo – Loosely modeled on Burt Reynolds or Bruce Yardley/ Graham Yallop my favourite Mo just turns the corner of the mouth without becoming a full set of handlebars.

Four Mo Bros you would most like to have dinner with and why - Salvador Dali, sure to inspire some interesting conversation; Nick Cave, a very underrated man with a great moustache; Burt Reynolds, if only to tell us stories about Smokey and the Bandit; Dennis Lillee, one of the greatest, fastest moustaches in the world.

Travis Garone (Co Founder / Global Creative Director / Brand)

Responsible for - the Creative and brand direction across all aspects of Movember

Career path – Trav has 15 years experience working in design and advertising for varied clients, mainly working on youth based and socially aware projects. Since 1999 he has been running his own design studio with three other founders / directors, where he has worked as creative director and brand ambassador for many global companies.

First Movember moment - sitting at the Gypsy Bar on Brunswick Street, Melbourne, sipping cold beer with Lucky and it was there the word Movember was first spoken.

Finest Movember moment – highlights range from reading the incredible emails which come in each year from Mo Bros & Sistas to seeing the lengths those attending our Gala nights go to – one of the most impressive being a massive whale, underneath which stood four guys with Mo's – Moby Dick

Ambitions - not to stray too far from where Movember started and to change the way men treat their own health issues.

Preferred choice of Mo - I have often walked proud with the handle bar Mo, clean, neat like my scotch. Now, however I have moved more into the realm of 'strictly business'.

Four Mo Bros you would most like to have dinner with and why - it would have to be the first 30 Mo Bros and Sistas. You couldn't just have four! To all sit around and look back at the first gala night, right through till now, look at the path it's taken and all the achievements Movember has accomplished and for them to see the full extent of what has happened from that night in Melbourne.

For more information, interviews or photography, go to:

<http://au.mediaroom.movember.com>

Or, get in touch with:

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