



MINING INDUSTRY STRIKES MO-GOLD

This November, the mining industry will dig deep as mine sites all over Australia go in search of the most valuable natural resource... the genuine, authentic moustache.

From Kalgoorlie to Coober Pedy, Pilbara to Mount Isa – mine workers around the country will be registering online at Movember.com for and sprouting moustaches as part of Movember's **MINING CHALLENGE**, to help raise awareness and funding for prostate cancer and male depression.

Depression is an issue closely linked to the mining industry, with many workers considered to be at 'high risk' due to strenuous working conditions such as long hours, isolation, fly in/out rosters, high stress and lack of community services. A stigma also exists within these male dominated industries that makes many men feel ashamed or weak to admit they are feeling down or having trouble coping.

Recognising that the health and safety of workers must extend beyond physical precautions, big business is jumping on board to support the cause and their staff. Senior Leaders of mining giants **Rio Tinto** and employees of most mining companies around Australia including **CITIC Pacific Mining, BHP, Chevron, Halliburton** and **Woodside** will fully support the **MINING CHALLENGE** by growing Mos, encouraging participation among all workers and further promoting men's health messages within their organisations.

Brett McIntosh, General Manager of Health & Safety for Rio Tinto iron ore, is responsible for health and wellbeing programmes, including men and women's health and mental health strategies for employees in Western Australia. Brett has agreed to grow a Mo for the 2011 campaign and explains his interest in Movember;

"To many, the mining sector has long been recognised as a tough and resilient industry where men in particular feel it is better to hide their feelings rather than ask for help. At Rio Tinto we recognise the significant strain that many of our employees face due to the challenge of balancing work, family and other components of modern day life. It is important for us to build and sustain a supportive and healthy working culture. Movember is a fun and positive activity we can use to engage the entire business, not to mention that it is a great way to raise much needed awareness for men's health in our country through a little healthy competition and rivalry between our various sites"

In 2010, participants from within the mining sector raised over \$AUS 500,000 for Movember. This year over 1000 workers within the mining industry are expected to go face to face in the search for moustache glory and ultimate bragging rights. Companies will compete for top honours in three categories including the prestigious Mo of the Mining Challenge, awarded to the best moustache in the challenge.

Funds raised will support the development of awareness, education, support and research programs by *beyondblue: the national depression initiative*, the Prostate Cancer Foundation of Australian and the Movember Foundation.

Registrations now open at <http://au.movember.com/mospace/network/miningchallenge>
or for further details contact miningchallenge@movember.com

MINING FOR MO-GOLD TOGETHER

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MINING CHALLENGE