



## CULINARY COLLECTIVE... WE'RE CALLING ON YOU!

The moustache... once de rigueur among the world's top chefs will make a bold return to the kitchen this November as restaurants around Australia compete in the Movember's inaugural **RESTAURANT CHALLENGE**.

The Challenge, which is part of a series thrown-down to various Australian industries by Movember to help raise vital awareness and funding for men's health within the community, will see restaurants go face to face in the search of Mo glory and ultimate bragging rights. Chefs around Australia will have the opportunity to showcase their creativity and finesse as they grow and nurture the best in local produce... an authentic moustache.

Offering chefs and their teams the perfect platform on which to showcase their skills and ingenuity, the Restaurant Challenge will see restaurants around the country compete for top honours in five categories:

- ~ **MO Maestro** The chef who grows the most impressive and/or unique moustache
- ~ **MOTivation** Awarded to the restaurant who most embraces the Movember spirit
- ~ **MOmentous** The pièce de résistance – the most creative Mo-themed dish or initiative
- ~ **LoCoMOtion** Awarded to the restaurant with the most number of participants
- ~ **MO Money** Going to the restaurant who raises the most money as a team

Mo Bro ambassador and chef/sommelier extraordinaire Matt Skinner is supporting the initiative; *"While Australian restaurants continue to rank among the very best in the world, the ability to deliver at the highest possible level, day after day, can sadly and all too often come at a price. To that end, as Movember continues to raise vital funds and awareness about men's health - particularly depression & prostate cancer - in Australia, I urge you to wholeheartedly throw your support behind the inaugural Movember Restaurant Challenge, as undoubtedly the greatest strength we have in hospitality is one another"*.

Paul Raynor, Owner and Executive Chef of The Baths Middle Brighton & Melbourne Wine Room is also on board and leading the charge for Victoria; *"I am proud to be a part of Movember's Restaurant Challenge. It is a great way for my team to interact with each other and our customers as well as raise awareness and funds for men's health. The hospitality industry is well supported by Melburnians and I know that Movember is too. I challenge restaurants and all hospitality businesses across the State to get on board this awesome event and show off their Mo's with gusto"*.

From country pubs, to world-renowned establishments in major cities, all personnel within the hospitality industry are encouraged to take part. Not only for men, women are also strongly encouraged to jump on board by registering as Mo Sistas and helping drive their team to the top.

Movember, the month formally known as November, is an annual charity event that sees Mo Bros around the world (supported by their Mo Sistas) growing moustaches for 30 days to raise awareness, support and funding for serious men's health issues, specifically prostate cancer and male depression.

Registrations for Movember's **RESTAURANT CHALLENGE** are still open at [www.movember.com](http://www.movember.com)

### MOVEMBER'S RESTAURANT CHALLENGE... BRINGING PANACHE TO THE MOUSTACHE

For media enquires, interview and photo opportunities in your local area contact:  
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