



‘NEW LOOK’ EMERGENCY SERVICES TO HIT THE STREETS

Australia’s Police, Fire and Ambulance services will be issued with a new uniform requirement this November that is bound to raise a few curious eyebrows.

From November 1st, personnel in Australia’s Emergency Service sector will be challenged to grow and groom an authentic moustache as part of their uniform. High-ranking officials are supporting the initiative that will see stringent image protocols relaxed to allow cops, fireys and ambos around Australia to take part in Movember’s **TRIPLE ZERO CHALLENGE**.

Over the past eight years, more than 1.1 million Mo Bros (men who grow a Mo) and Mo Sistas (women who love a Mo) around the world have taken part in Movember, which seeks to change the face of men’s health by asking men to grow moustaches during November to raise vital awareness and funding for prostate cancer and male depression.

The moustache, almost like a coat of arms for the face, boasts a proud history within the police force, who have supported Movember for many years and generated some outstanding results. The QLD police department raised an incredible \$46,000 alone in 2010, not to be outdone by their WA counterparts who maintain Movember’s record for the largest number of participants in any single team – currently set at 500.

WA Police Commissioner Karl O’Callaghan is throwing his support behind the cause; *“Police ‘Mo Bros’ will use their upper lips to help promote more open discussion around the often ignored issue of men’s health. We will join the fight against prostate cancer and men’s depression and help change the attitudes of some men to their health.”*

This year, the Police Force will face off against their compatriots in the Fire and Ambulance services, battling for bragging rights in Movember’s inaugural **TRIPLE ZERO CHALLENGE**, which is part of a series thrown-down to various Australian industries by Movember. The Challenge is open to all personnel within the emergency response services and women are strongly encouraged to get on board, registering as Mo Sistas, supporting their Mo Bros and joining the fundraising effort.

Teams are required to register under the Triple Zero Network at www.movember.com if they want to be the running for top honours in four categories including;

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| Triple Zero Cup | The team that raises the most money for the cause |
| Team E-Mo-gency | Awarded to the team with the most number of individual participants |
| Beyond the Call of Duty | The team who goes above and beyond the call of moustache duty |
| Best Mo in Uniform | The Mo Bro across all emergency services with the best/most unique Mo |

With some of the country’s toughest men taking part, the **TRIPLE ZERO CHALLENGE** hopes to dispel the stigma men confront when talking about their health, proving it’s okay to seek help and support. 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 for the TRIPLE ZERO CHALLENGE are now open at www.movember.com

For further information and details about how you can be involved contact triplezerochallenge@movember.com

MO THE FORCE BE WITH YOU!

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