



What is Movember?

Movember is the month formerly known as November, when brave and selfless men around the world grow a moustache, with the support of the women in their lives, to raise awareness and funds for men's health issues - specifically prostate and testicular cancer.

Movember Key Messages

- Moustache Season is about real men growing real moustaches and talking about real issues
- The Mo (Aussie slang for a moustache) is our ribbon for men's health
- Movember is about changing the face of men's health, one moustache at a time
- Mo Bros sporting upper lip hair effectively become walking talking billboards for the 30 days of November raising funds and much needed awareness around the often ignored issues of men's health
- In 2010, over 111,825 Mo Bros and Mo Sistas raised £11.7 million in the UK and £48.7 million was raised globally
- Since its humble beginnings in Melbourne Australia in 2003, Movember has grown to become a truly global movement inspiring more than 1.1 Million Mo Bros and Mo Sistas to participate so far
- Mo Bros start the month clean shaven, then grow and groom their moustache all month long
- Mo Bros and Mo Sistas can register to participate at www.movember.com

2011 Creative Campaign Messaging

- Moustache Season is NOW OPEN
- 100 % Face Grown 100 % Hand Brushed
- The country gentleman is always prepared, ready for anything at any moment

Key Health Messages

- 1 in 9 men will be diagnosed with prostate cancer in the UK – one man is diagnosed every 15 minutes
- A man will die from prostate cancer every hour - more than 10,000 men will die of the disease this year in the UK
- African Caribbean men are three times more likely to develop prostate cancer.
- You are 2.5 times more likely to develop prostate cancer if your father or brother has had it
- Occurrences of prostate cancer in men are comparable to the rates of breast cancer in women
- Testicular cancer in the UK affects younger men between the ages of 20 and 50. There were 1,990 men diagnosed with the disease in 2007
- Men are 80% less likely to visit their GP and stay in touch with their doctors than women in the UK, thereby denying themselves the chance of early detection and effective treatment

How do Mo Bros and Mo Sistas get involved?

REGISTER individually or as a team at www.movember.com

CREATE a new look by growing a moustache for the month. Mo Sistas can get involved through various creative ways

MOTIVATE your friends and family to donate and support your mo growing efforts

DISCUSS men's health and make an annual appointment for your check up. Mo Sistas can encourage the men around them to think about their health and check themselves regularly

CELEBRATE the mo and your achievements at a Gala Parté or Mo Party

Where does the money go?

Funds raised are directed to programmes run by Movember and our men's health partners The Prostate Cancer Charity and The Institute of Cancer Research

For more information including imagery, photo opportunities and interviews please contact:

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