



THE MOVEMBER FOUNDATION CELEBRATES 10-YEARS OF MOUSTACHERY IN CANADA WITH SUPPORT FROM CORPORATE PARTNERS

Moores, Xbox, SAXX and Others Join the Movement to be the Difference this Movember

TORONTO – (October 4, 2017) – [The Movember Foundation](#), the only global charity focused solely on men's health, is announcing their line-up of corporate partners for Movember 2017. The annual Movember campaign is globally recognized for its fun, disruptive approach to fundraising and getting men to take action for their health. This year, 8 corporate partners will also join Movember in celebrating their 10-year fundraising anniversary in Canada and ultimately help the Foundation have an everlasting impact on the face of men's health.

Corporate partners increase visibility of the causes supported by the Movember Foundation, raise critical funds through internal participation and marketing efforts, and create remarkable experiences for the Movember community. Now in its 10th year of fundraising in Canada, the Movember Foundation has raised more than \$839 million and funded more than 1,200 world-class men's health projects in 21 countries for prostate cancer, testicular cancer, mental health and suicide prevention.

"Our corporate partners play a crucial role in our campaign, helping us speak to key audiences to drive awareness and raise funds for men's health," says Ken Aucoin, Canadian Country Director at the Movember Foundation. "We are honoured to have these organizations support us for our 10-year anniversary in Canada and be the difference during our 2017 campaign."

Moores has come on board this year as The Movember Foundation's major Canadian partner. Supporting partners include Babsocks, Bite Beauty, Xbox, SAXX, and Gentleman's Collection, while Promotional Partners include SKYN, Johnson & Johnson, and G Adventures.

A full list of Movember's partners can be found online at the [Friends of Movember](#) page, and collaborative merchandise can be found at [Movember's online store](#).

Everyone can help stop men dying too young by donating or raising critical funds for men's health. Sign up at [Movember.com](#) and fundraise by:

- Growing a Moustache
- Taking the Move Challenge and get active
- Hosting an event
- Making a donation

For more information, visit [Movember.com](#) and connect with Movember on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).



MOORES - Major

“Moore's Clothing for Men, a subsidiary of Tailored Brands, Inc (NYSE: TLRD), is proud to partner with the Movember Foundation to promote awareness and raise funds for men's health. Moore's is the leading national retailer of men's business attire with a full selection of suits, sport coats, slacks, formalwear, sportswear, outerwear, dress shirts, footwear, and accessories. In support of charitable initiative that benefits their customers, Moore's is committed to a \$100,000 donation in support of Movember. Sign up at Movember.com to receive a free custom shirt with the purchase of a custom suit. Just show your Movember “Mo Space” page or your Movember confirmation email in-store to receive your free custom shirt. For additional information on Moore's Clothing for Men, please visit mooresclothing.com”

Xbox - Supporting

For the 4th year in a row Xbox is partnering with the Movember Foundation in Canada and is dedicated to raising funds and awareness for Movember during the hairiest month of the year.

If you get the chance to pop by the Movember House, make sure to check out the incredible Xbox One Lounge and try your hand at the world's most powerful console: the Xbox One X. With 40% more power than any other console, gamers will be able to experience immersive true 4K gaming. Be sure to follow @XboxCanada for more updates and activity throughout the month of Movember

SAXX – Supporting

For years SAXX has been proud to partner with Movember to raise awareness and funds for men's health, something that has always been at the heart of the company. As one of the fastest growing men's underwear brands due to their patented Ballpark Pouch™, SAXX is out to better the lives of men one pair at a time. SAXX will offer their ‘Bravery Takes Balls’ campaign and their seasonal Movember collection, featuring their best-selling everyday pair, the Vibe in moustache prints. For every limited-edition pair sold, \$2 will be donated to the Movember Foundation to help continue the funding of critical men's health research. You can purchase a pair at www.saxxunderwear.com

BITE Beauty – Supporting

For the third year in a row, Bite Beauty has teamed up with the Movember Foundation to create custom Mauve(ember) shades exclusively available at Sephora.com. This year the collection is available in both the coveted Multistick and Amuse Bouche Liquified Lipstick formulas. Use the Multistick to create a Mauvember Monochromatic look by applying buildable, blendable and breathable colour to eyes, lips and cheeks. Add a semi-glaze finish to your lips with the Amuse Bouche Liquified Lipstick. To purchase yours Mauvember lipstick of choice, visit Sephora.com

Inspired by her father's winning battle with prostate cancer, BITE Beauty founder, Susanne Langmuir wanted a fun, easy and meaningful way for women (the Mo'Sistas) to support the men in their lives facing health issues. BITE's custom blended mauve shades are a way for women to proudly participate, spark conversation and ultimately raise funds for men's health during the month of November. For every



Mauvember product sold, 100% of BITE's proceeds will go to the Movember Foundation, that's \$14 of every purchase in support of men's health.

Gentleman's Collection – Promotional

[Gentleman's Collection](#) is excited to be the official wine partner for the Movember Foundation in Canada, the US, and Australia. Lindeman's Gentleman's Collection is a decidedly fine range of wines for the discerning "Gentleman who is", and the "Gentleman who aspires to be". Gentleman's Collection have proudly donated over \$50,000 to Movember in an effort to promote global awareness around men's health. They will continue to aggressively raise funds globally within parent company Treasury Wine Estates, as well as their broad network of partners and consumers for this important cause. Follow their exciting Movember digital campaign throughout October and November and share your comments with **#GentlemansCollectionMo**.

Johnson & Johnson

Caring for the world, one person at a time, inspires and unites the people of [Johnson & Johnson](#). We embrace innovation—bringing ideas, products and services to life to advance the health and well-being of people around the world. We believe in collaboration, and that has led to breakthrough after breakthrough, from medical miracles that have changed lives, to the simple consumer products that make every day a little better. Our over 125,000 employees in 60 countries are united in a common mission: To help people everywhere live longer, healthier, happier lives. This Movember we are proud to be supporting the Movember Foundation by donating \$1 for every picture that is shared through [Donate A Photo](#). It's that easy, share a photo using the Donate A Photo app and you can help us change the face of men's health. Don't miss your chance to participate this Movember.

G Adventures – Promotional

G Adventures and Movember are teaming up yet again to offer up TWO incredible adventures as prizes for Movember Canada participants. There's an amazing planet out there, and it can't wait to meet you.

The first trip is an amazing eight-day Peruvian cultural and historical adventure for two, with an epic tour through to Machu Picchu. Take a scenic train to the famous site and enjoy free time to explore its corners. Roam the Sacred Valley, which is surrounded by incredible views of the Andes. As the leading operator in the region, be assured we'll leave no stone unturned. Sign up at ca.Movember.com and raise \$20 by October 20th to be automatically entered! Terms and conditions apply.

The second trip is an eight-day island hopping adventure in Thailand, where you'll hop aboard bikes, tuk tuks, or local boats to get around and see rice paddies, monasteries, and local businesses, soak in this tropical paradise by relaxing under swaying palm trees, snorkelling the crystal-clear warm waters and meeting the friendly locals..

For more information on G Adventure's check out <https://www.gadventures.com>