



## MEDIA RELEASE

# THE MOVEMBER FOUNDATION ASKS YOU TO IMAGINE A ‘LIFE WITHOUT THE MEN YOU LOVE’

*New research from Movember reveals that the modern man is looking for ‘true love’ and most values his ‘personal relationships’ and the ‘little things’ in life*

*Research sparks important conversation at the start of this year’s Movember campaign about the state of men’s health and the need to stop men from dying too young*

TORONTO -- November 1, 2017 – Sometimes we don’t miss what we have until it’s gone. **In a heart-warming moment redefining modern masculinity, ‘true love’, ‘personal relationships’ and the ‘little things’ prevailed** when men across Australia, Canada, the United Kingdom and the United States were asked ‘what they would miss most’ if they were no longer around, according to research\* released by the [Movember Foundation](#). **After friends and family (84%), a third (33%) of men surveyed confirmed they don’t want to miss out on true love – even more so than becoming a millionaire (24%) or visiting the Seven Wonders of the World (24%).**

Additionally, the survey confirms that **men would also really miss the ‘little things’ in life – and interestingly, that’s what 75% of their loved ones would miss most about them if they were gone tomorrow.**

These findings mark the launch of ‘Movember’, the month formerly known as November. On Wednesday, November 1, 2017, the [Movember Foundation](#) is driving home the scale of the global men’s health crisis by asking everyone to take a moment to consider what life would be like if they woke up today without the men that they love. *What key moments would these men miss? Who would they leave behind? For the men themselves, what would they miss the most?*

### Other important results include:

- a) When communicating with men in a digital age, texting isn’t enough. Across markets, **two in five people surveyed (43%)** say ‘**in person**’ communication means the most, followed by a **third (34%)** who say a ‘**phone call**’ is the most meaningful.
- b) When it comes to keeping tabs on the wellbeing of the men in their life, women check in the most – within the past week, **almost three quarters (72%) of women surveyed across markets have asked a man in their life how they are doing** and **over two thirds (68%) have given him a hug.**
- c) While men are very aware of their own mortality when it comes to facts and figures – with almost three in five men (58%) believing the statement that *men die on average six years earlier than women* – over one fourth (27%) of women take a more proactive role in managing the health of the men they care about (e.g. asking if they had a check-up lately (18%) or schedule a doctor or dentist appointment for them (17%).

Today, you’ll see “A life without the men we love” come to life on major billboards like Yonge and Dundas Square, at hockey games in Vancouver and Edmonton, and across social media, driving home the key moments we want all men to experience, and how the Movember Foundation’s goal is to help men live happier, healthier, longer lives.

## THE STATE OF MEN'S HEALTH

**Across the world, men die an average six years younger than women, and for reasons that are largely preventable.** The stats are startling:

- 1 in 7 men will get prostate cancer in their lifetime
- 1 in 2 men will be diagnosed with cancer
- Testicular cancer is the most common cancer diagnosed in men ages 15-29
- 3 out of 4 suicides are men
- More than 500,000 men take their own life every year. That's one every minute.

"When we look at these stats, it becomes so clear that there is a men's health crisis," says **Owen Sharp, CEO, Movember Foundation**. "There is a lot that needs to be done, but by talking about it, by encouraging our friends to take action for their health and supporting them, we can help keep the men we love around to live happier, healthier, longer lives. They don't have to miss out on those key moments that matter most."

### GET INVOLVED: GROW, MOVE, DONATE

To kick off the campaign this Movember 1st, not only are we asking everyone to think about what their life would be like without the men they love, we are asking them to be the difference and take action to support the health of their loved ones, and themselves. **Here's how you can help:**

#### Grow a Mo, save a Bro

Sign up to grow your moustache for 30 days. Want to take your Mo to the next level? Sacrifice your beard, auction off your face to the highest donor, or dye your Mo a different colour every day. Get creative to attract attention and raise funds.

#### Move - get active for men's health

Raise funds for men's health while you do something good for your own health. Join the Move challenge and make a commitment to be more physically active for the month. Get friends and family to donate to your efforts, and become healthier in the process.

#### Donate

Show the Mo Bros and Mo Sistas in your life that you support their Movember challenge by donating to their Mo Space. You can check in on their progress to see how their Mo is growing, or see how far along they are in their Move goal. Every little bit counts to help stop men dying too young.

Be the difference. Join the fight at [Movember.com](http://Movember.com) and donate or sign-up to help stop men dying too young.

#### About the Movember Foundation

The Movember Foundation is the only global charity focused solely on men's health, funding over 1,200 innovative projects across 21 countries. The Foundation raises funds and awareness for men's health programs supporting these critical areas: prostate cancer, testicular cancer, mental health and suicide prevention. But our work is not done. Be the difference and go to [Movember.com](http://Movember.com) to donate or participate. Together we can stop men dying too young.

*\*Consumer data was collected via an online survey administered to a nationally representative sample of 18+ adults in 4 markets (Australia, Canada, UK and USA). In total, c.4,000 people (1,000 per market) were sampled. The survey was commissioned by the Movember Foundation and conducted by Research Now in October 2017.*

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