



  
MOVEMBER®

# PRESS KIT





**Men's health is in crisis. Globally, men die on average 4.5 years earlier than women, and for reasons that are largely preventable.**

Movember is the leading global charity changing the face of men's health. We exist to stop men dying too young by tackling some of the most complex health issues facing men today –mental health, suicide, prostate cancer and testicular cancer.

What started as a single-minded fundraising and awareness campaign in 2003 has evolved into a multi-faceted health organisation with programs accessed by millions worldwide.

With global support from our Mo Bros, Mo Sisters and Mo community, Movember funds and delivers biomedical research, cancer survivorship programs, innovative community mental health programs and digital health products that work for men.

**LET'S  
CHANGE  
THE FACE  
OF MEN'S  
HEALTH**







# UK'S HAIRY FACTS

## MEN'S HEALTH

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**-4**

On average, men will die almost 4 years earlier than women.

## SUICIDE PREVENTION

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**3 OUT OF 4**

Deaths by suicide are by men.

**4,646**

In 2020, the UK lost 4,646 men to suicide.

## TESTICULAR CANCER

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**YOUNG MEN**

Testicular cancer is the most commonly diagnosed cancer in young men aged between 15 and 34.

**1,105**

In the UK, men between 15 and 34 were diagnosed with testicular cancer during 2020.

## PROSTATE CANCER

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**1 IN 8**

Men in the UK will receive a diagnosis of prostate cancer in their lifetime.

**MOST  
COMMON**

Prostate cancer is the most commonly diagnosed cancer in UK men.

Every whisker, drop of sweat and get-together counts. If you can't Grow a Mo, fear not – there's more than one way to get face-deep in the movement.



## GROW A MO

Upper lip at the ready? Great news. Trucker, Regent, Connoisseur or Wisp – no matter your Mo's shape or style this Movember, your face will raise funds and awareness for men's health.

## MAKE A MOVE

Move this Movember by running or walking 60km over the month. That's 60km for the 60 men we lose to suicide, each hour, every hour across the world. Do it as a team or go solo.

## HOST A MO-MENT

Rally a crew and do something fun. Hosting is all about having a good time for a good cause. And you can always put a virtual spin on your plans. The best part?

Virtual events are easy to organise, cheap to run and you can go in your slippers. Think an online gaming tournament, Mo Bingo or a virtual trivia night.

## MO YOUR OWN WAY

A choose-your-own-adventure challenge epic in scope and scale. Ride the distance from London to Leeds. Tackle a mammoth team workout with mates. Slog out a rowing machine marathon. Think big and go bigger. Mo Your Own Way means you make the rules. The donations you inspire will help fund lifesaving men's health projects.

# HOW TO GET INVOLVED



**Movember is one of the largest non-government investors in research and quality-of-life initiatives for men that impact the global population.**

We invest in country- and culture-specific health projects and collaborate on game-changing solutions to address the men's health crisis. Uniting the best researchers and sharpest minds, each groundbreaking project exists to help men live happier, healthier, longer lives.

None of it would be possible without the donations of our legendary supporters. Here are a few examples of Movember-funded men's health projects that are changing and saving lives.

# WHERE THE MONEY GOES

## MENTAL HEALTH

### **Ahead of the Game**

Ahead of the Game uses sport to teach young players, parents and coaches how to talk about mental health. The program shows participants how to spot the signs of mental health issues, what to do and when to get support. Players learn how to build resilience and overcome challenges in sport and life, setting them up with the skills to look after their mental wellbeing now and into the future.

[aheadofthegame.uk](http://aheadofthegame.uk)

### **Family Man**

Family Man is a free, online parenting program designed by experts with dads in mind. The interactive website uses evidence-based strategies to help men tackle the often hair-tearing moments of being a parent.

By equipping men with practical tools to deal with parenting's ups and downs, Family Man aims to increase their confidence as a parent. With practice and consistency, research shows Family Man results in less-stressed parents, and a more peaceful home environment where teamwork, quality time and good mental health thrive.

[familyman.movember.com](http://familyman.movember.com)

## PROSTATE CANCER

### **True North: Men Like Me**

As part of True North, Men Like Me is a free online tool to help men with prostate cancer understand what's normal after diagnosis and treatment. Drawing on data from 35,000 men in the UK, the tool uses a questionnaire to help men compare their experiences with others who've been on a similar journey. The questionnaire (which takes less than 30 seconds to complete) 'unlocks' a wealth of personalised information and insights to help educate and guide the user towards taking action.

[truenorth.movember.com/MLM](http://truenorth.movember.com/MLM)

## TESTICULAR CANCER

### **Nuts & Bolts**

For young guys diagnosed with testicular cancer, life changes a lot, and it changes fast. Nuts & Bolts is designed to help these guys feel like they've still got their feet on ground. A relevant, reliable, straight-talking source of information to ease uncertainty and equip men with what they need to feel calm and informed. Nuts & Bolts' mission is to ensure every guy going through testicular cancer knows they're not alone, and that they have every chance of getting back to living a happy, healthy and long life.

[nutsandbolts.movember.com](http://nutsandbolts.movember.com)

**To learn more about the global impact of Movember's men's health projects, [impact.movember.com](http://impact.movember.com).**





## CONTACT US

If you've got questions,  
we've got answers.  
We're always here to help.

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For a full list of Movember spokespeople  
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interview, please visit the [Media Room](#).

