



**Cancer Society New Zealand  
Te Kāhui Matepukupuku o Aotearoa**

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## **UNITED WE BELIEVE**

Something is out there. There have been numerous reported sightings of the extraordinary. Rumbblings and excitement of a sighting have come from every corner of the globe and from the most unlikely sources.

But what are these extraordinary sightings? Are they a natural phenomenon? Or are they something truly exceptional?

The moustache will once again be rapidly increasing in numbers across New Zealand this November, as Kiwi men shave for the last time on 31 October, ready to grow their mo for Movember.

This year, the fundraising efforts of hard growing Mo Bros will be split between two leading New Zealand health organisations. Half will go to the Cancer Society of New Zealand to fund prostate cancer research and support services, and the other half will go to the New Zealand Mental Health Foundation's 'Out of The Blue' campaign to help men experiencing depression.

Movember 2008 is all about uniting. United we believe that something greater exists, united we believe there is a cure, united we believe in changing men's health and united we believe in mateship. United Mo Bros will walk tall amongst us this November whilst growing a moustache.

Awareness of men's health issues in New Zealand remains low and the Kiwi male attitude towards their health has long been best described as 'she'll be right mate'.

In 2006 and 2007 Kiwi men and women all over New Zealand backed this charity campaign in huge numbers. The fun, irreverence and camaraderie of the Movember campaign moved Kiwi blokes to shave the slate clean and take a fresh look at their attitude to their own health.

There's still a long road ahead but the Movember 2006 and 2007 campaigns started to change the face of men's health in this country and in 2008 we hope to make this change more permanent.

Prostate cancer is a disease that affects one in ten Kiwi males. According to the Cancer Society's CE Dalton Kelly, the only way to reverse this trend is with research and early detection.

"The Cancer Society is taking a lead on men's health for the future, 2008 Movember funds will be directed specifically at three initiatives; prostate cancer research, an information and counselling service and what we call the Men's Health Challenge programme which encourages men to learn more about their health and seek advice early" .

While one in ten Kiwi men experience depression every year. Movember's support for 'Out of the Blue' will see new depression resources available at a time when they are most needed.

Mental Health Foundation CEO Judi Clements says awareness of depression in New Zealand is quite high among men, but more can be done to get help and support of the right kind to men.

"We want to make sure information is reaching men in a way that works for them and in places they are likely to be, and also to encourage self-help as well as seeking help."

Founding Movember Mo Bro Jim Slattery says that the Movember Campaign in New Zealand has become a case study for the rest of the world, and he credits Kiwis with helping to make Movember a success on a global scale.

"Last year there were enough Kiwi's participating to almost fill Mt Smart Stadium (26,000) which was amazing. Registrations and funds raised have more than doubled year on year so the challenge is on for New Zealand to get behind it and go for the Number 1 global Mo ranking again" .

"We want to make Movember bigger and better this year and this can only be achieved with the help of Kiwi blokes uniting across NZ alongside our sponsors, each one generously backing us to help raise awareness and funds for men's health."

Movember 2008 is proudly grown by official major sponsors Marmite, Schick and The Rock.

## **ENDS**

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### **Notes to Editors**

NZ Movember Campaign Results Summary 2006 & 2007

#### **2006**

- Number of participating Kiwi's (Registrations on [www.movember.com](http://www.movember.com)): 10,755
- Dollars Raised: NZD829,986

#### **2007**

- Number of participating Kiwi's (Registrations on [www.movember.com](http://www.movember.com)): 26,484
- Dollars Raised: NZD2,165,852

### **Q&A**

#### **What is Movember?**

Movember (the month formally known as November) is a charity event held during November each year.

At the start of Movember guys register with a clean shaven face. The Movember participants known as Mo Bros then have the remainder of the month to grow and groom their moustache and along the way raise as much money and awareness about male health issues as possible.

Movember culminates at the end of the month at the Gala Partés in Auckland, Wellington and Christchurch.

These glamorous and groomed events will see Tom Selleck and Richard Hadlee look-a-likes battle it out on the catwalk for their chance to take home the prestigious Man of Movember title.

While growing a Mo is left to the guys, Mo Sistas (ladies that support their guys or love Mo's!) form an important part of Movember with their powerful feminine touch, by recruiting Mo Bros, helping to raise funds and attending the highly anticipated Gala Partés.

But it's not all fun and games, so why the extreme behaviour?

Which ever way we look at it, men are far less healthy than women. The average life expectancy of a man in New Zealand is 4 years less than a woman.

The obvious question is why?

The answer is because men lack awareness about the very real health issues they face, and are reluctant to see a doctor about an illness or to go for regular medical checks.

The aim of Movember is to change these attitudes, make male health fun by putting the Mo back on the face of New Zealand men and in the process raise some serious funds for prostate cancer and men's depression.

Movember is very proud to be partnering with the NZ Cancer Society of New Zealand for prostate cancer and the Mental Health Foundation for men's depression.

Further information is available online at [www.movember.com](http://www.movember.com)

#### **Who is the Movember Foundation?**

The Movember Foundation is an Australian based, not for profit, charitable organisation that implements the Movember event each year.

The Movember event creates awareness around men's health issues and raises funds for carefully selected beneficiary partners in each country that are also charitable organisations, with a focus on prostate cancer.

Since its inception as a formal charity in 2004, Movember has raised over \$30 million (AUD) globally and is continuously working to increase awareness of prostate cancer within the community and change the attitude men have about their health.

**Why has the beneficiary partnership changed with the Movember Foundation for 2008?**

As part of Movember's annual due diligence at the end of the 2007 campaign, the Prostate Cancer Foundation (PCF) along with other high profile New Zealand charities, were invited to submit proposals on how they would spend future funds generated by the Movember campaign. This process ensures that funds raised will generate the best possible outcomes for men's health in New Zealand. Movember received two outstanding submissions from world class New Zealand charities; the Cancer Society of New Zealand and the New Zealand Mental Health Foundation.

The PCF are currently planning programs for more than three million dollars raised by Movember in the 2006 and 2007 campaigns. Their organisation now has sufficient funds to achieve their objectives for many years to come.

**How does the fundraising agreement work between Movember and the beneficiaries?**

All of the money raised by Movember goes directly to the beneficiary partners, at the conclusion of the campaign; the beneficiaries then pay the Movember Foundation back for the cost of the campaign.

Why? Because the Movember Foundation funds all the costs and bears all the risks associated with running the campaign in New Zealand. The Movember Foundation is based in Melbourne and coordinates Movember campaigns in 7 countries across the globe. No event this big happens by itself or is without cost, but the global economies of scale keeps the fundraising-to-cost ratio very low for the beneficiary partners. In every country including New Zealand the fundraising and administration costs represent less than 16% of the total funds raised; this is world's best practice when compared with other charities which average 19%.

Title

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