



Media Release

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Study: Kiwi Women Say Bring Back the Mo for Charity

It may not always be attractive, it might be difficult to groom and it could leave a rash – but an independent survey commissioned by Movember shows 97% of women would support their partner if he grew a mo for charity.

The research coincides with the start of Movember, a charitable event which encourages men to grow moustaches during November to help raise awareness and funds in support of men's health.

Money raised by Movember will be donated to the Cancer Society of New Zealand in support of prostate cancer and the Mental Health Foundation for its 'Out of the Blue' depression awareness campaign.

The new research revealed a number of insights into how Kiwi women feel about men's facial hair.

While only one in five women thought a mo was sexy, nearly all of those surveyed were willing to stand by their man if he considered growing one for a worthy cause.

Kiwi men also showed their support for charity with more than two thirds saying that they would consider growing a moustache for a not for profit organisation in the future.

Movember organiser Jim Slattery says he's hoping that with so many Kiwi men willing to grow moustaches, this year's event will be a huge success.

"The great support New Zealanders give Movember plays an important role in helping men become more open and proactive in dealing with their health issues and to raise funds to assist with research."

The new study showed that when it came to their personal lives nearly a third (32%) of Kiwi men said

they would grow a mo to please a woman and more than half (57%) said they would be willing to shave it off to please their partner!

Movember is now a world-wide phenomenon. Last year over 173,000 people around the globe took part in Movember and helped to raise the profile of prostate cancer and educate men about health issues.

Over the past two years, almost 40,000 Kiwi's have been involved in Movember raising over \$3 million in aid of men's health charities.

To register or to find out more information, visit www.movember.co.nz.

-Ends-

Written on behalf of Movember by [Impact PR](http://www.impactpr.co.nz). For further information or images, please contact Fleur Revell-Devlin fleur@impactpr.co.nz (ph.021509600) or Mark Devlin mark@impactpr.co.nz (ph. 021509060).

Notes to editor:

The Survey

The survey was commissioned by Movember and conducted by Consumer Link (a division of Colmar Brunton) in New Zealand. Five hundred male and female respondents were interviewed nationwide.

About Movember

Movember (the month formerly known as November) is an annual, month-long charity men's health charity event that raises money for Cancer Society of New Zealand and the New Zealand Mental Health Foundation. At the start of Movember, men register with a clean shaven face and have the remainder of the month to grow and groom their moustache, raising as much money and awareness as possible to benefit men's health.

Movember culminates at the end of the month at official Gala Parties in Auckland, Wellington and Christchurch - the highlight of any Mo Bro's and Mo Sista's social calendar. Every Mo Bro has a chance to win the coveted 'Man of Movember' title.

2008 figures

Number of participants: 13,000

Amount of money raised: \$927,000