



MEDIA RELEASE
November 30 2008

BEST OF FUZZ AWARDED

Thousands of whiskers are destined for plugholes today as Movember, the month-long charity fundraiser for prostate cancer and men's depression, draws to an end.

Thirty hard growing days culminated in a series of Grand Finale Gala Partés held in Wellington (27th), Auckland (28th) and last night in Christchurch on the (29th). These dress-up events aim to award the best local mo's and find the most impressive moustachioed man and crown him as the much coveted Man of Movember.

Each Kiwi regional Man of Movember will then be judged by a panel of experts on www.movember.com to win the ultimate award, The International Man of Movember.

Movember Foundation's Jim Slattery says it's much more than a great night out; it's a chance to reward registered participants known as Mo Bros for their month-long effort, and to recognise each Mo Bro's contribution to the cause,

"During Movember the moustache is the men's health ribbon, and it's there all month long. It's not easy to grow a great mo but it's worth it to raise awareness and funds for prostate cancer and men's depression. The Gala's are the perfect opportunity to come together and recognise this effort."

Contestants competed for awards in seven categories:

- Team Mo Bro
The team with the best Mo and outfit combination
- Mo Bro with his Mo Sistas
The best Mo Bro and Sista combo
- Best Mo in Character
The best Mo and outfit combination
- The Lame Mo
An encouragement award

- Miss Movember
The best dressed Mo Sista at the Gala Partés
- Ultimate Mo
A man judged purely on the grooming and styling of his mo
- The Man of Movember
The ultimate man with the ultimate moustache

New Zealanders united with Movember Mo Bros in six countries around the world this year. More than 12,800 Kiwi's joined forces with a total of 172,604 participants worldwide and contributed NZD \$590,789 dollars to a global tally of NZD \$22,445,305.37. This equates to impressive average of NZD \$748,176.85 donated for each day of the month.

Now in its third year, the Movember fundraiser is to be split between the New Zealand Cancer Society and the New Zealand Mental Health Foundation.

New Zealand Cancer Society Chief Executive Dalton Kelly says funds are already pegged for important initiatives,

"Some of the funds will be used for prostate cancer research, and some will go towards support services. Both of these tacts are important to help change the future and make a difference to men's lives now"

Mental Health Foundation Chief Executive Judi Clements says she is impressed with the extent to which Kiwi men get behind the moustache and is looking forward to the next phase,

"It's been a great first year and it's impressive to think of the thousands of Kiwi men who have donned a mo all month to raise awareness and funds. We're looking forward to the next phase of injecting funds into the MHF Out of the Blue depression awareness programme which will make a difference for men experiencing depression."

Movember 2008 is proudly grown by official major sponsors Marmite (now known as Mo-mite), Schick and The Rock.

ENDS

Event photos including regional Gala Parté category winners can be downloaded from www.image.net

For real time results of the Movember fundraising tally go to: <http://nz.movember.com/momoney>

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Notes to Editors

NZ Movember Campaign Results Summary 2006 & 2007

2006

- Number of participating Kiwis (Registrations on www.movember.com): 10,755
- Dollars Raised: NZD \$829,986

2007

- Number of participating Kiwis (Registrations on www.movember.com): 26,484
- Dollars Raised: NZD \$2,165,852

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 month 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 joining teams, 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 Cancer Society of New Zealand to fund prostate cancer research and support services, and the New Zealand Mental Health Foundation's 'Out of The Blue' campaign to help men experiencing depression.

Further information is available online at www.movember.com

What is the Movember Foundation?

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

The aim of the Movember event is to create awareness around men's health issues and raises funds for carefully selected beneficiaries (charities) in each country, with a focus on two issues that each affects one on ten men; prostate cancer and depression.

The Movember Foundation has generated over \$30 million (AUD) globally to help change the face of men's health and will continue to work hard towards this goal for many years to come.

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 received more than three million dollars raised by Movember in the 2006 and 2007 campaigns. With this funding it's expected the PCF will be able 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 seven countries across the globe. No event this big happens by itself or is without cost, but the global economy 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%.