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Media release

MOVEMBER BACK FOR 2008

The Movember Foundation is pleased to announce that despite some recent reports, the Movember campaign is well and truly on in New Zealand. And is still raising money for the fight against prostate cancer.

This year, the fundraising efforts of hard growing Mo Bros will be split between two leading health organisations. Half will go to the Cancer Society of New Zealand for 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.

Why these two? Because it has always been Movember's mandate to stick up for men's health and in addition to prostate cancer, another big issue for blokes is depression. 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.

"There's a need for good information that's specific to men, information that can be found at the right time and place and in a format that's relevant. For the Out of the Blue campaign, Movember will help create new, targeted depression resources"

As for prostate cancer, the disease also affects one in ten kiwi males. According to Cancer Society's CEO 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"

Movember CEO, Adam Garone, says there's a lot of excitement about the two new beneficiary partners and the Kiwi campaign at Movember HQ;

"Movember has, and always will be about men's health. This year we are really excited to be supporting men experiencing from depression alongside those with prostate cancer. Movember

2008 will make a great and far reaching difference to men's health, with funding going to two really important causes. This is great news for New Zealand.

Per head of population Kiwi's have made more of Movember than any other country. Registrations and funds raised have more than doubled year on year so the challenge is on for New Zealand to maintain their Number 1 global Mo ranking."

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Contacts

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