

# MOVEMBER

## What is Movember?

Movember is an annual charity event held during the month of November, where men grow a moustache to raise awareness and funds for cancers affecting men.

## How Does it Work?

- Register at [Movember.com](http://Movember.com) by November 1st.
- Once registered, you will have access to your personalized Mo Space page on [Movember.com](http://Movember.com) – “ground zero” for all things Movember.
- Using pre-loaded email, Facebook, and Twitter messaging from your Mo Space, recruit friends and family to either join your Movember team or donate to your moustache growing efforts.
- On November 1st Mo Bros (Movember participants) start clean-shaven then grow and groom their moustache all month long.
- Throughout the month of Movember, actively update your Mo Space with pictures, videos, and status updates of your progress to supplement your fundraising outreach.
- Mo Sistas, the women who love and support the Mo Bros, play an important role in Movember. Mo Sistas are encouraged to register on [Movember.com](http://Movember.com), create or join a team, host a Mo Party, and show support for the men in their life and their participation in Movember.
- At the end of Movember, celebrate your journey with the Movember community at an official Gala Parté or host your own Mo Parté (Movember will send you a Movember Parté in a Box kit with everything you need!).

## Who benefits?

Funds raised in the US benefit the Prostate Cancer Foundation ([pcf.org](http://pcf.org)) and **LIVESTRONG** ([livestrong.org](http://livestrong.org)).

## Why men's health and cancers affecting men?

- The men's health movement is 30 years behind the women's health movement.
- Men are less likely to schedule doctor appointments and stay in touch with their doctors, thereby denying them the chance of early detection and effective treatment of common diseases.
- 1 in 2 men will be diagnosed with cancer in their lifetime. 1 in 3 women will be diagnosed with cancer in their lifetime.
- A man will die from prostate cancer every 16.4 minutes- 32,000 men will die of the disease this year.
- 1 in 6 men will be diagnosed with prostate cancer- more than 218,000 cases of prostate cancer are expected to be diagnosed this year.
- A man is 35% more likely to be diagnosed with prostate cancer than a woman is to be diagnosed with breast cancer.

