

## Made in Movember launches

The global Movember 2014 campaign officially kicked off this month with the launch of this year's theme, Made in Movember. From 15 September, Mo Bros and Mo Sistas, as the supporters of Movember are affectionately known, have been signing up on the new look website, [www.movember.com](http://www.movember.com).



Movember is responsible for the sprouting of moustaches on the faces of millions of men around the world each November. The organisation's vision is to change the face of men's health by getting men to grow moustaches for the month while raising funds and awareness for men's health issues, including prostate and testicular cancers: putting a fun twist on a serious topic and using the moustache as a catalyst to drive awareness.

"This year's Made in Movember theme is inspired by the global trend of proudly supporting locally grown and manufactured products," says Garron Gsell, Country Manager of Movember South Africa. "It encourages the authenticity of putting in the time and effort to create something exceptional and worthwhile - like growing an awesome mo in Movember."

Upon registering, there is the choice to participate as an individual or to start or join a team - which has proven to be more fun and effective in creating awareness. The rules are simple, once registered or reregistered (as required each year for every campaign), Mo Bros start clean shaven on 1 Movember and grow a mo for the month, pledging funds and sponsorship towards their mo growing efforts, which is tracked on their Mo Space pages on the website. Mo Sistas also sign up and pledge their support, making up 10% of the sign ups.

Each year Movember culminates in a series of infamous gala parties (which will take place at the end of November) where the South African Man of Movember will be crowned, judged from the Men of Movember from each of the four cities. For more information, go to [www.movember.com](http://www.movember.com).