

SINCE WAY BACK

Movember

BY THE NUMBERS 30 Reasons Why Movember Rules

- #1 1 in 6 - A noble cause – 1 in 6 people will be diagnosed with prostate cancer in their lifetime – together, let's make a dent against this avoidable fate.
- #2 260 – You're connected, get us connected - We know the average person has 2 close friends (the type that would bail you out of jail and say nothing) and 130 Facebook friends, but you're different. We picked you because people follow you and you connect with others. Join your digital compadres and spread the word to at least double, no, triple the average.
- #3 30 – “Mo” word of mouth – Buzz travels far when things start small – in fact, Movember was started by thirty men over beers in Melbourne back in 2003 and has now raised \$100 million to change the face of men's health globally– build your own team of thirty + people.
- #4 1970 – Release your inner Tom Selleck - back in the '70s, approval of moustaches peaked at 89%. Approval is now at 35% but on the rise – let's bring back the glory days of the moustached gentleman and make the Mo the hairy ribbon for men's health.
- #5 12 ½ - Get Growing, Get Mo-ing - Badamsinh Juwansinh Gurjar of India had his moustache measured at twelve and a half feet in 2004, giving him the honor of having the world's longest moustache. What kind of Movember Mo can you grow in 30 days?
- #6 12 – Cross Canada - In twelve cities across Canada, we'll be anointing digital team captains that will act as beacons of activity in your local market and provide some smack talk in co-opetition against cities across North America.
- #7 5 – The rules of Mo club - Movember has five and only five basic rules – follow them by clicking on the desk lamp here: <http://ca.movember.com/the-lodge/> or <http://ca.mediaroom.movember.com/uploads/files/Movember%20Rules%281%29.pdf>
- #8 1,500 – the average moustache has 1,500 follicles – that's all we're asking for you to grow; for some of you follicly-challenged Mos, that may mean even less.
- #9 1 – Men on a Mission - We have one goal – to change the face of men's health. Breast cancer and female health has the “pink ribbon” – we want men and their beautiful Mo Sistas to rally around the hairy ribbon of the moustache.
- #10 12x - Canadians love the Mo – in fact, we are 12 times more likely to grow a Mo than our US cousins .



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- #11 **35,000** – Unite with the Movember movement – Over 35,000 Movember moustaches were grown across Canada in 2009.
- #12 **\$119** – Every little bit helps - The average donation a Movember donor gives is just over one hundred dollars, or put in other manly currencies, a case of beer and a good bottle of scotch.
- #13 **80% and 39%** - A little bit of conversation/a little more action – As a result of Movember involvement, eighty percent of participants talked to others about men's health and thirty-nine percent of participants sought medical advice.
- #14 **11/1** – November 1st- mark it on your calendar, that's when Movember begins – Register at Movember. Come and start with a clean-shaven face, then grow your moustache for the remainder of the month - 30 days!
- #15 **90%** - The biggest tragedy – Ninety percent of prostate cancer is curable if detected and treated early enough in the earliest stages. However, each year in Canada 4,300 men die each year from prostate cancer.
- #16 **15+** – He Grows, He Scores – Last year fifteen NHL players grew a Mo and their on-ice performance improved, let's get your favourite hockey players growing a MO :
<http://www.surveymonkey.com/s/movemberhockeypoll>
- #17 **3** – The Threadless Triple Play – Starting Sept. 15th, Movember has a challenge posed on Threadless.com – the world's top crowdsourced T-shirt website. First step - submit a cool Mo T-shirt design, Second step - vote for your fave and Third step - Threadless will sell it with portions of the proceeds going to Movember.
<http://www.threadless.com/loves/movember>
- #18 **#1** – We're number #1, but we still act small – Movember is the largest funder of prostate cancer in the world – but we still respond to every tweet, email and post.
- #19 **12** – Going Global – We're now operate on the ground in six countries – Australia, New Zealand, U.K., Ireland, Canada and the U.S.A. with others from South Africa, the Netherlands, Germany, Cambodia, Dubai, Finland and Russia hosting their own satellite events.
- #20 **5** – Live Longer – The average life expectancy is five years less for a man than a woman in Canada, let's start bridging the gap.



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- #21 **1.4M** – Clicks, Clicks, Clicks – Digital traffic drives our fundraising, we expect over 1.4 million unique visitors to our Canadian Movember website this year, you can help.
- #22 **10** – Ways to get Involved – Movember.com, Facebook, Twitter, YouTube, Flickr, Gala Events, Threadless, Corporate Challenge, Partners and Cupcakes.
- #23 **760** – Stroke It – A man will touch his Mo seven hundred and sixty times in a 24 hour period, the very act exudes happiness, strength and healthy living.
- #24 **3** – Prime Ministerial Stature – Sadly only three of our prime ministers have ever grown a moustache, pity – a study shows facial hair proves to be more credible.
- #25 **4.3%** - Take That to the Bank – Moustachioed men earn over four percent more than their clean shaven cousins, how 'bout those apples.
- #26 **10 – Mo Variety** – There are 10 varieties of moustache to choose from – The Business Man, Box Car, Connoisseur, Abrakadabra, Wispy, The Rock Star, Undercover Brother, The Trucker, The Regent and After Eight, other moustaches have yet to be sanctioned at this time. For your choice of Mo style, click on the picture frame at:
<http://ca.movember.com/the-lodge/> or
<http://ca.mediaroom.movember.com/uploads/files/Movember2010%20StyleGuide%281%29.pdf>
- #27 **300 BC** - The First Known Mo - A Scythian horseman found in Eurasia was the first known Mo sighting – preaching equality of the sexes, innovative transportation and tattoos – this tribe were the forerunners to open road motorcycle riders, to them and their legacy, we are eternally grateful.
- #28 **2,000** – Movember Hall of Fame – By the end of our campaign this year, we'll have anointed two thousand Canadians into the distinguished order of Movember Champions in return for their influence, involvement and random acts of Mo kindness, let's raise your Mo to our highest order of merit. (link to widget in media room)
- #29 **20** – A Walnut of Manhood – The average size of a healthy prostate is about 20 cubic centimetres, about the size of a walnut, located below the bladder and functioning as the holder of seminal fluid that helps sperm maintain a longer lifespan (a noble cause!). However, fifty percent of men experience prostate enlargement by age 60 and eighty percent do by age 90.
- #30 **5.6** – Long Lasting Hops and Goodness – It has been confirmed by science that the average moustache absorbs 5.6 millilitres out of a pint of beer. It is in fact the only smart way to wear your beer.

