

Changing the Face of Men's Health: An Evening with Movember's PR Strategist

December 12, 2011 – Globe Bistro



**Matt Matheson,
Communications
and PR Manager,
Movember Canada**



**Terry Foster,
President,
Cision Canada**



THE CANADIAN PUBLIC RELATIONS SOCIETY
Advancing public relations and communications management in Canada



MOUSTACHE SEASON

GENUINE

MOVEMBER

HAND
BRUSHE

AUTHENTIC

THE CRAFT & THE PRIDE

REGISTER

MOVEMBER.COM

DONATE

REDEFINING CHARITY

2004

**450 Mobro's & Mosistas
\$54,000 raised**



2010

**450,000 Mobro's & Mosistas
\$77 million raised**

~~~~~ 2011 ~~~~~

A man with a beard and mustache, wearing a leopard-print sash, is lifting a large dumbbell on a stage. The sash has the text "MAN OF MOVEMBER" and "ULAL IN CLASS" on it. The background is dark with stage lights.

**850,000 MO BROS AND MO SISTAS  
\$111 MILLION RAISED**





**GETTIN' STRATEGIC**





# THE TOOLS

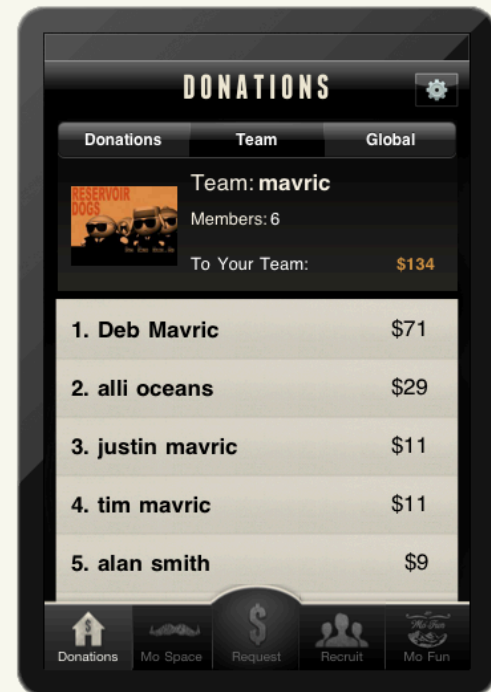
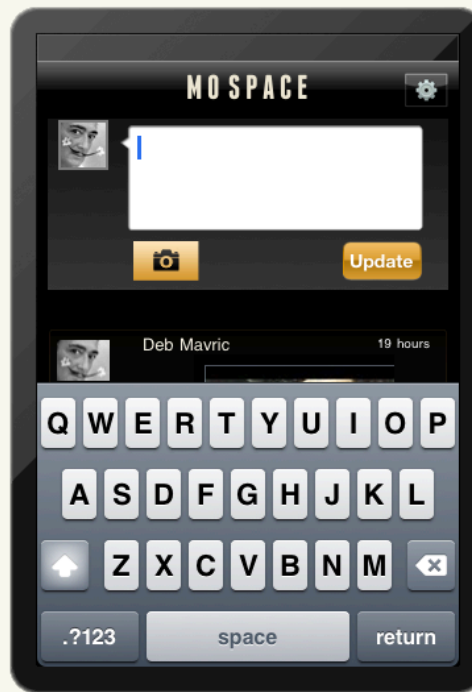
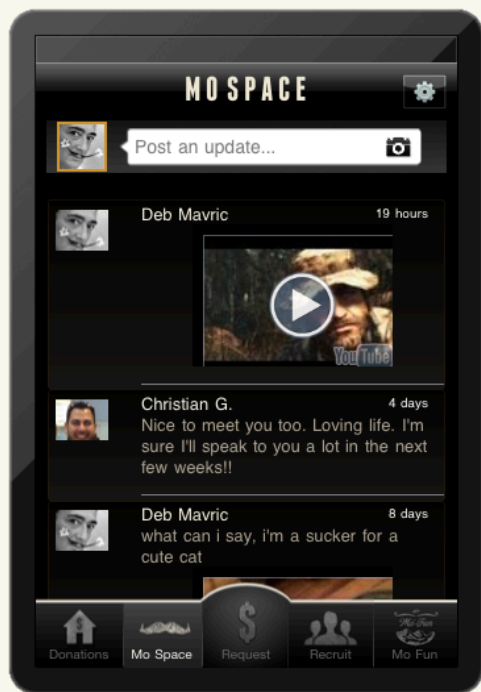
“HAVE NOTHING IN  
YOUR HOUSE THAT YOU  
DO NOT KNOW TO BE  
USEFUL, OR BELIEVE TO  
BE BEAUTIFUL.”

— WILLIAM MORRIS



# MOUSTACHE SEASON

## *Now Open*





NOVEMBER

IF YOU CAN GROW IT, FLOW IT, SHOW IT.

Mo Bros and Sistas, we need you to put the moustache back on the face of Australian fashion this November for a great cause.



**NOVEMBER**





SINCE WAY BACK

# November

MIMEX

EVERY MAN DESERVES  
A LITTLE BIT OF LUXURY

REGISTER AT [MOVEMBER.COM](http://MOVEMBER.COM)  
AND GROW A MO

POCKET PARTNERING WITH  
ANDERSON & JEFFREY

THE  
PROSTATE

MAJOR PARTNERS

Marshall

Old Spice

SNICKERS

WAHL



MOUSTACHE SEASON

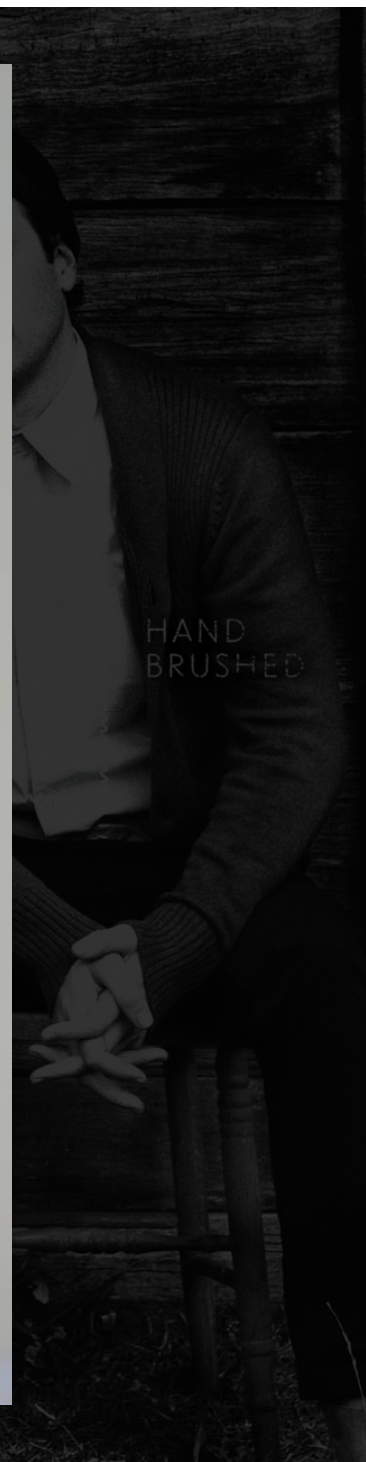
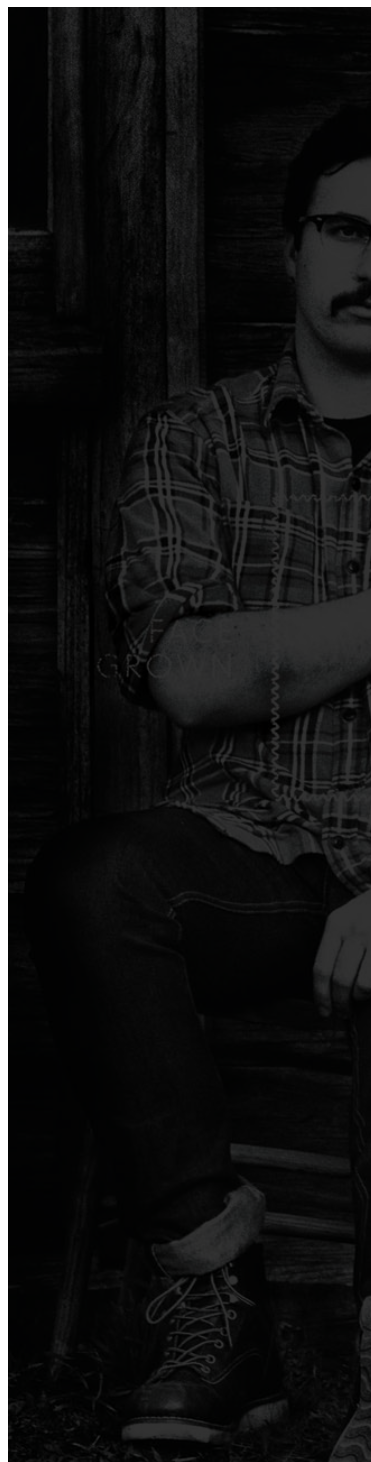
NOW OPEN

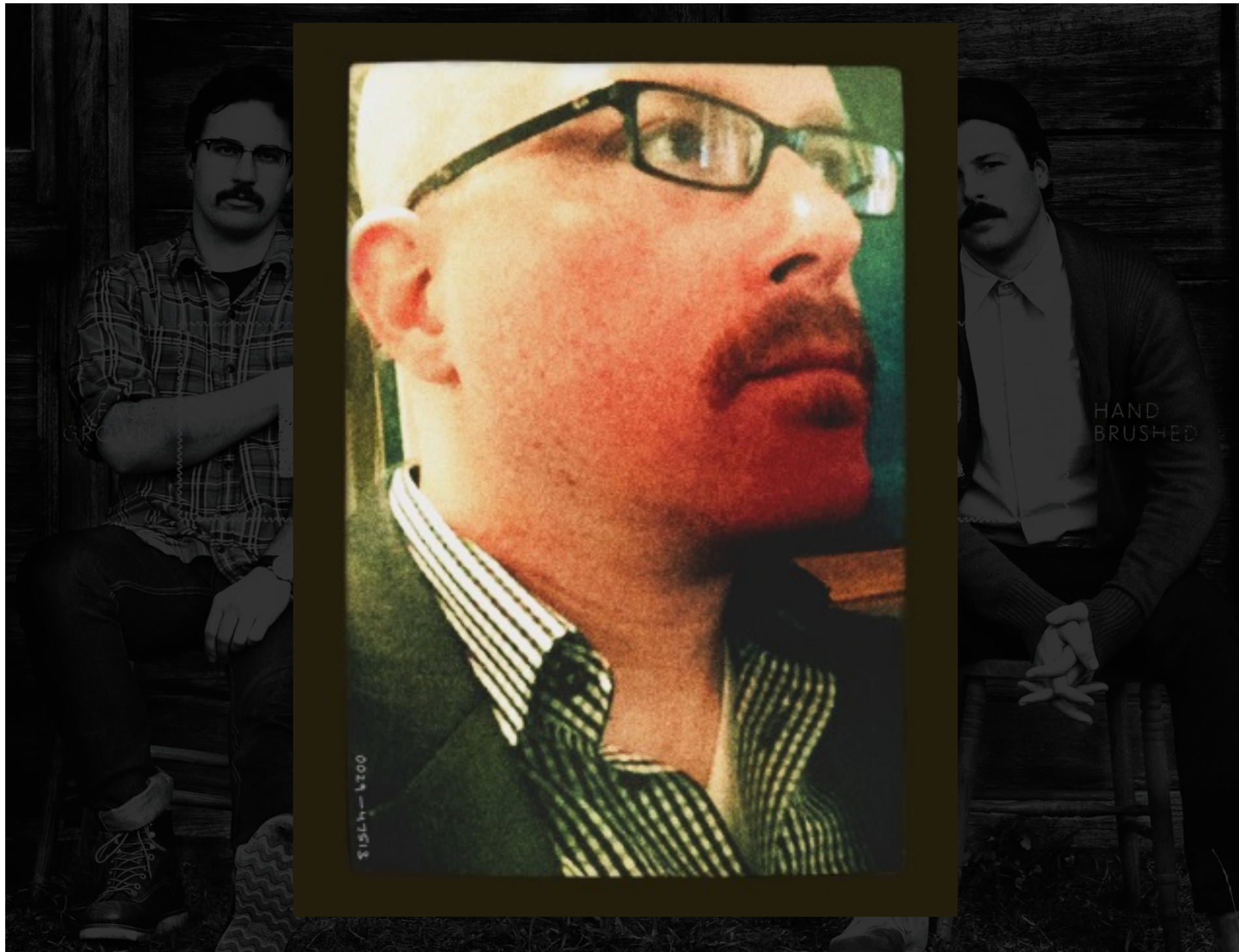
Video available to play on blog post below



NOW WHAT?







GROWN

HAND  
BRUSHED

0021-47513



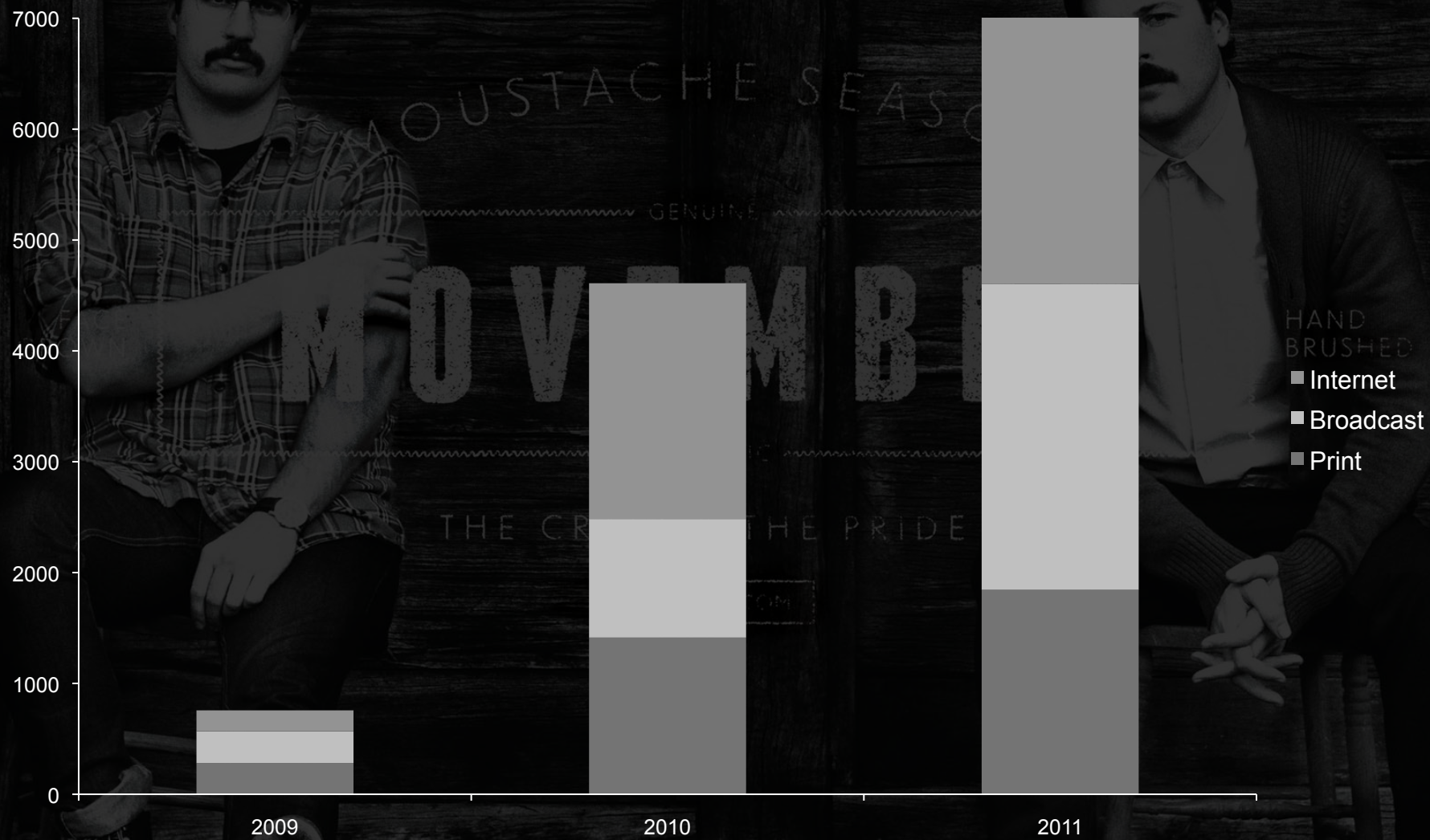


**PAID**

**EARNED**

**OWNED**









## MovemberCA

@MovemberCA Canada

The official Twitter account for Movember Canada. Movember is the annual charity event where men grow moustaches to change the face of men's health. <http://www.movember.com>

✓ Following



Tweet to @MovemberCA

Tweets

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**MovemberCA** MovemberCA

Today our own @mattyipa will be discussing the Movember PR way @ the @CPRSToronto event! Can't wait.  
2 hours ago



**MovemberCA** MovemberCA

There with bells on! RT @joycetoye: going to the @CPRSToronto event Dec12 to see @MovemberCA's @mattyipa talk about their PR campaign strat?  
9 Dec



**MoBroJesse** Jesse Lee Hayman

Headed over 2 #Humber 2 wrap up #Movember with @TOyourMo ! These Mo Sistas (and 2 Mo Bros) did amazing things. Thank you 4 all your Mo love!  
9 Dec  
Retweeted by MovemberCA



**MovemberCA** MovemberCA

Thank-you for popping by with those coupons @jack\_astors and most importantly, a huge thanks for growing and supporting. #molove  
9 Dec



**MovemberCA** MovemberCA

Cant wait! RT @lancasterltd: inspired performance this year!! You should be proud. We have some tricks up our sleeve for you next year...  
8 Dec



**MovemberCA** MovemberCA

Thanks! Our moustache is blushing...RT @MovemberVan:



About @MovemberCA

1,197

Tweets

752

Following

7,650

Followers

51

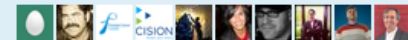
Listed

Recent images · view all



You and @MovemberCA

You follow accounts that follow @MovemberCA · view



Similar to @MovemberCA · view all



**MovemberToronto** Movember Toronto · Follow  
Official Twitter account for Movember Toronto. Raising...

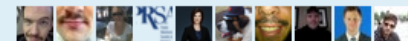


**MoTeamBoston** Movember Team Boston · Follow  
Twitter home for Team Boston, two-time defending c...



**MapleLeafs** Toronto Maple Leafs · Follow  
This is the Official Toronto Maple Leafs Twitter accou...

Following · view all



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#### About

Changing the face of men's health,  
one moustache at a time!  
[www.movember.com](http://www.movember.com)

**28,142**

like this

**371**

talking about this

## Movember Canada

[Like](#)

Non-Profit Organization



# RECRUIT-A-MO



Welcome to Movember - the month formerly known as November- where men across the globe sprout authentic, face grown moustaches for 30 days.

Don't Mo alone this Moustache Season, growing a Mo is more fun with a pack. Invite your friends and begin changing the face of men's health together.

Roam proud, Citizens of Movember.

[RECRUIT](#)





# Globe Life

Health & Fitness

LIFE EDITOR: KEVIN SIU

AWARENESS

# Movember reign



The month-long mustache mania has gone from grassroots lark to \$10-million fundraising powerhouse in just three years. But is it actually spreading the word to guys about prostate cancer? PAGE 4

'Mo bros' Jordan Vader, left, Russell Morris, Daniel Shneer, prostate cancer survivor Andrew Carlin and Ari Levstein attended Stache Bash as part of Movember festivities this month.  
DARREN CALABRESE FOR THE GLOBE AND MAIL

# No to Movember

Share the Funds, Shave the 'Stache

ALEX MANLEY — NOVEMBER 7, 2011 | 198 COMMENTS



Graphic Phil Waheed

The whole 'Movember' thing is cute and all, but can we stop and be real about it for a second? Movember is a movement to celebrate North American guys not practicing basic facial hygiene for a month in order to raise money towards saving a group of extremely privileged people—themselves.





# Movember kid draws moustache to fight cancer

CBC News Posted: Nov 25, 2011 5:52 PM ET | Last Updated: Nov 25, 2011 6:16 PM ET

Jackson McLean doesn't even have peach fuzz on his face, but the 11-year-old Ottawa student proudly sports a moustache every day to participate in the Movember campaign to raise funds to battle prostate cancer.

Jackson, who attends Pleasant Park Public School in south Ottawa, says on his [Movember Canada page](#) that he's "too young to grow a moustache. So, I draw one on every day to help raise money for cancer. I would really like it if you helped me."

As of 2:21 p.m. ET Friday, the youngster had raised \$455.

Jackson told CBC News this week that when he asked his mother if he could paint a moustache on to play hockey, she encouraged him to get involved in Movember.

She also donated her black makeup pencil for him to use to draw his fu manchu and other moustache designs. One picture in his photo gallery on his website shows him with a full-fledged goatee.



Jackson McLean wears one of the several types of moustaches he pencils on to participate in the Movember campaign to raise awareness about men's health issues. CBC

Facebook

Twitter

Share

Email

## Related Links

- [INTERACTIVE: Movember: A moustache with a message](#)
- [MPs shave off for Movember](#)

## External Links

- [Movember Canada official website](#)

(Note: CBC does not endorse and is not responsible for the content of external links.)

[Home](#)

[Register](#)

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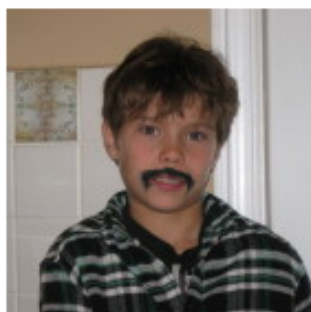
[Get Involved](#)

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[Events](#)

[Prizes & Comps](#)

## JACKSON MCLEAN



### JACKSON'S MOTIVATION

My name is Jackson McLean, I'm 11 years old and am too young to grow a mustache. So, I draw one on every day to help raise money for cancer. I would rilly like it if you helped me.

### PHOTO GALLERY

[View Gallery](#)




### RATE MY MO SPACE



( 451 ) [Rate Me!](#)

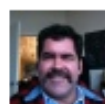
### HELP PROMOTE MEN'S HEALTH

 Tweet 0

 Like 175

Comment : December 5th

20 hour(s) ago



[Pete Bombaci](#)

Hey Jackson, my name is Pete Bombaci and I work on the Movember campaign in Canada. I



### DONATION SUMMARY

To me:

CAD \$4,205

### RECENT DONATIONS:

Pat Harris \$20.00

Thiago Valarka \$15.00

Amazing Initiative Jackson! Thumbs up!

Aaron Bast \$20.00

Saw you on German-TV. Good idea and good luck.

Nancy Kerin \$50.00

Great job Jackson. Just think how many lives you are helping to save.

Nancy Jackman \$50.00

Jackson you are quite a remarkable young man!

Showing 21 to 25 Page [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [≤](#) [≥](#)









Video available to play on blog post below





# NOVEMBER

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HELL RAISERS  
FUND RAISERS

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THANK YOU





# **CPRSToronto.com**



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