



WTM
MOVEMBER



PGA OF CANADA

2013



MOVEMBER 2013

Each year during the month of November, Movember is responsible for the sprouting of moustaches on hundreds of thousands of men's faces around the world. Men grow and women support the moustache for 30 days to raise vital funds for prostate cancer and men's mental health initiatives, and through its Global Action Plan (GAP), testicular cancer.

In Canada in 2012, 247,445 men and women participated in Movember, raising \$42 million to help change the face of men's health.

**REAL MEN
GROWING REAL
MOUSTACHES,
TALKING ABOUT
REAL ISSUES.
SIMPLE.**

WHAT WE STAND FOR

Men sporting Movember moustaches effectively become walking, talking billboards for the 30 days of November and through their actions and words raise not only funds, but much needed awareness around the often ignored issue of men's health.



**HAVIN' FUN
DOIN' GOOD**

THE RULES

01

Once registered at Movember.com each Mo Bro must begin the 1st of November with a clean shaven face

02

For the entire month of Movember, each Mo Bro must grow and groom a moustache

03

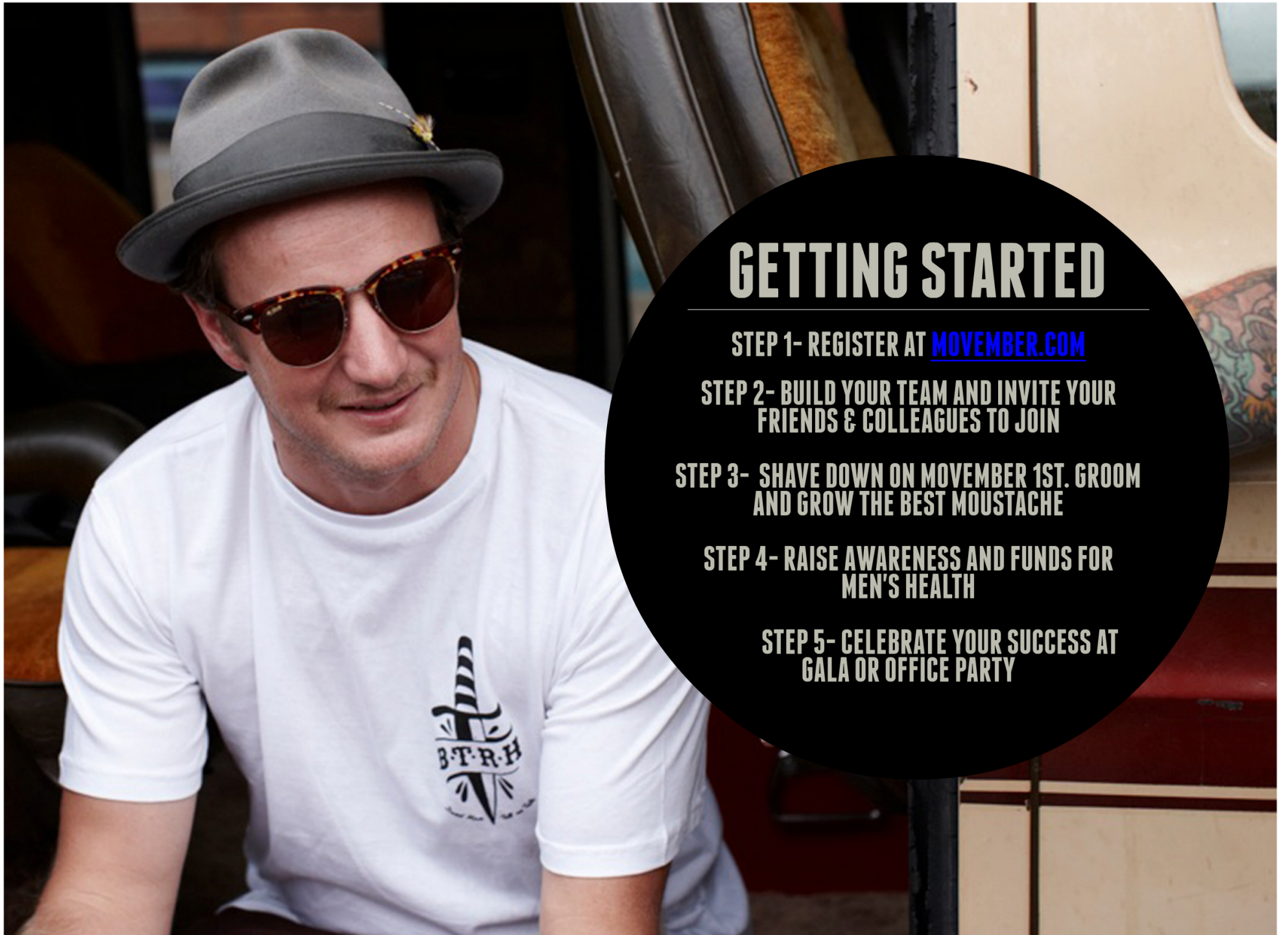
There is no joining at the side burns - that is a beard

04

There is to be no joining at the bottom of the chin - that is a goatee

05

A small complementary growth under the bottom lip is allowed
(aka a tickler)



GETTING STARTED


STEP 1- REGISTER AT [MOVEMBER.COM](https://www.movember.com)

STEP 2- BUILD YOUR TEAM AND INVITE YOUR FRIENDS & COLLEAGUES TO JOIN

STEP 3- SHAVE DOWN ON MOVEMBER 1ST. GROOM AND GROW THE BEST MOUSTACHE

STEP 4- RAISE AWARENESS AND FUNDS FOR MEN'S HEALTH

STEP 5- CELEBRATE YOUR SUCCESS AT GALA OR OFFICE PARTY

A safety razor and a straight razor are shown on a dark wooden surface. The safety razor is on the left, and the straight razor is on the right. The text is overlaid on the right side of the image.

PGA OF CANADA - MOVEMBER 2013

Register at Movember.com, create your team and join the PGA of Canada network!

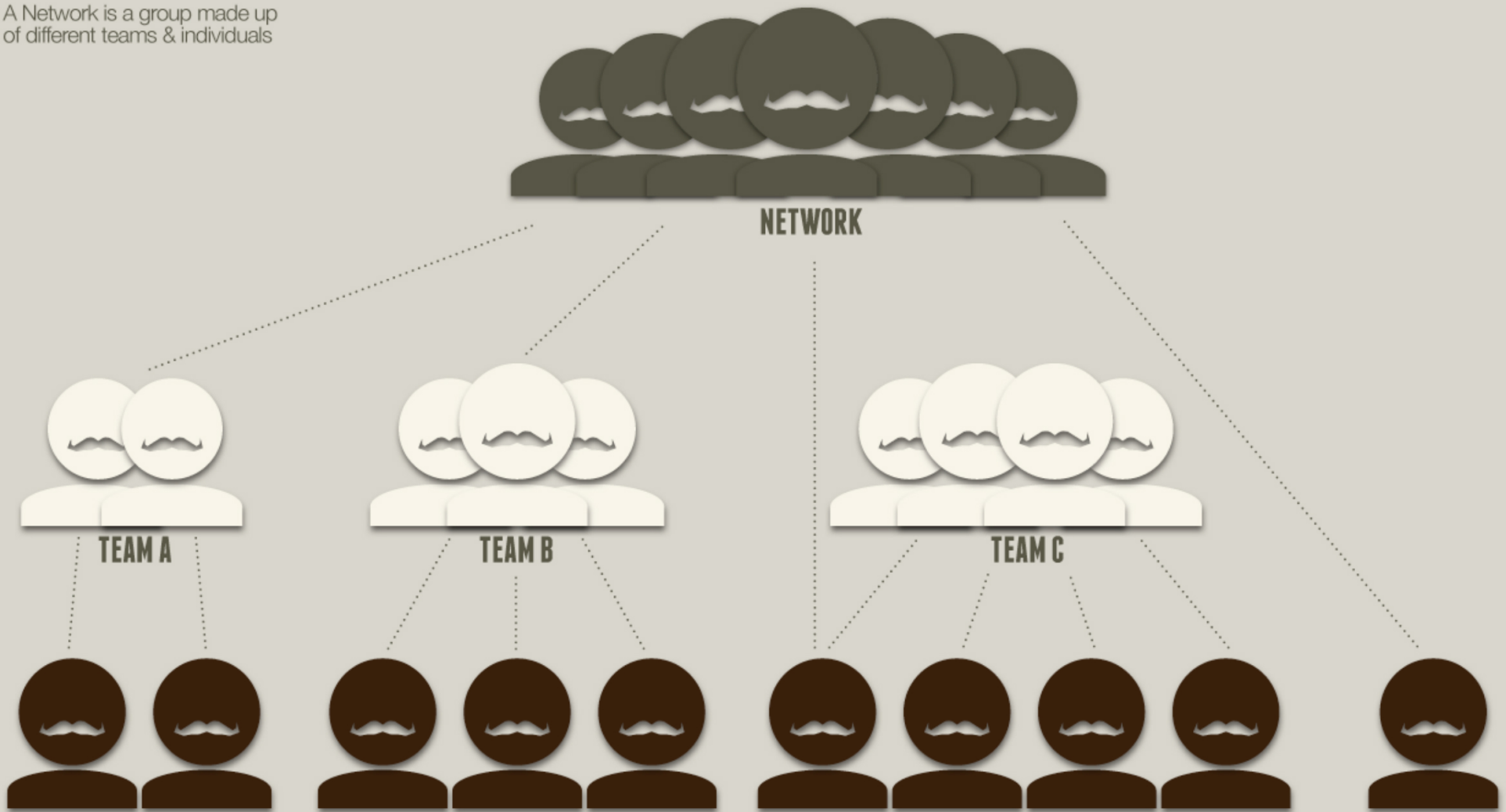
Whether you are winning the club championship or trying to break 150, this is the place for the club swinging Mo Bros and Mo Sistas across Canada. Together we can create conversations, encourage healthy active lives and change the face of men's health this moustache season.

Please check out the network page below:

<http://monetwork.co/PGAofCanada>

MOVEMBER NETWORKS

A Network is a group made up of different teams & individuals



If a team joins a network all current and any future members of that team will automatically be part of that network. A member can only be part of one team, but can join multiple networks. Teams can also join multiple networks.

If a team does not want to be (or should not be) part of a network, then members can still join the network as an individual (without their team)

A member who is not part of a team can still join a network

MOVEMBER 13

GET INVOLVED EVENTS NEWS MO COMMUNITY MEN'S HEALTH FUNDED PROGRAMS ABOUT US STORE

DONATE

TEAM: MO'S IN MOTION

PERSONAL VIEW

MO SPACE

MY MO SPACE PAGE

TEAM

DONATIONS

TIPS

NETWORKS

FACEBOOK MO'S

REWARDS

DOWNLOADS

PAST MO'S

BADGES

DONATE TO YOURSELF

EDIT MY DETAILS



UPDATE TEAM PIC

TEAM MOTIVATION

To change the face of men's health

EDIT

VIEW PUBLIC TEAM PAGE

TEAM STATS

You are the captain of Mo's in Motion

Team URL: [HTTP://MOTTEAM.CO/MO-S-IN-MOTION](http://moteam.co/mo-s-in-motion)

TOTAL RAISED:	CAD \$0
NUMBER OF MEMBERS:	1
TEAM RANKING (NATIONALLY):	N/A
YOUR RANK IN TEAM:	#1

BUILD YOUR TEAM

COMMUNICATE WITH TEAM

TEAM MEMBERS

TEAM DONATIONS

NETWORKS

POST A TEAM UPDATE

POST TO FACEBOOK

Type your update here

HOW TO JOIN THE PGA OF CANADA NETWORK

OPTION 1. CLICK 'NETWORKS' ON YOUR TEAM MO SPACE AND SEARCH 'PGA'

OPTION 2. SEARCH 'PGA' IN THE TOP RIGHT CORNER SEARCH BAR

SOME FUNDRAISING TIPS...

- Send a creative email with your team details and URL to family, friends, colleagues and supporters requesting donations
- Leave a donation box in your break room
- Personalize your Mo Space page with photos videos and updates
- Crowning of Man of Movember, Miss Movember and Lame Mo
- Prizes and encouragement for best Mo of the week



MOVEMBER OFFICE LAUNCH PARTY



OFFICE SHAVE DOWN ON MOVEMBER 1ST

ASK CUSTOMERS AND SUPPLIERS TO GET INVOLVED BY DONATING PRIZES



THE MO IS KING

Get creative, have fun, the sky is the limit and remember the Mo is king

MOVE A GLOBAL INITIATIVE

MOVE is a new global, grassroots-driven initiative that encourages Mo Bros and Mo Sistas to get moving. Mo Bros running marathons? You bet, but MOVE can also be anything active, from walking your first 5k to trying yoga, a basketball tournament to a day of surfing, and everything in between. MOVE can also be a pledge to make small actions all month long, like getting off a bus stop early to and from work, or pledging to take the stairs to the office every day.



WHY MOVE?

Here are some startling stats about the decline in physical activity...

- In 2013, more deaths will be attributed to physical inactivity (5.3 million) than smoking (5 million).
- Today's 10 year olds are the first generation expected to have a shorter life expectancy than their parents.
- By the end of this decade, most Americans will exert only slightly more energy per week than if they slept 24 hours a day.*

* ©Nike, Inc. (2012) DESIGNED TO MOVE: A Physical Activity Action Agenda.™

This is why we have to take action and get our Mo's moving!

During the 2012 Movember campaign, MOVE style events started to pop up organically.

2013 marks a worldwide opportunity to leverage this and get Mo Bros and Mo Sistas MOVING.

THE GOAL

MOVE events directly relate to achieving our vision: **to have an everlasting impact on the face of men's health.**

Studies have shown that even very moderate exercise – as little as 20-30 minutes of walking several times a week – can be hugely beneficial to one's health.

HOW WILL THIS WORK?

MOVE will be integrated into the website to help provide context and more information. Mo Bros and Sistas can register a MOVE event or pledge through movember.com and receive a free MOVE Kit.

HOW IS THIS DIFFERENT FROM RUNNING OF THE MO'S?

MOVE and Running of the Mo's are both focused on physical activity, but Running of the Mo's will consist of professionally produced races.

MOVE events should be small in scale, grassroots, and require little-to-no overhead.

HOW CAN YOU GET INVOLVED?

Challenge yourself by trying something new... ask your yoga studio or gym to open up a class to Mo Bros and Sistas... organize a dodgeball tournament... pledge to take the stairs to your office every day this month... the list goes on and on.

Use your passion to unleash MOVEMENT! Whether stepping up your existing game or taking on a new sport or activity altogether, use Movember as an excuse to get yourself – and those around you – moving.

A photograph of a straight razor and a utility knife resting on a dark, textured wooden surface. The straight razor is in the foreground, and the utility knife is behind it. The lighting is dramatic, highlighting the metallic surfaces of the tools.

FOR QUESTIONS, REACH OUT TO:

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SEE YOU IN MOVEMBER

