

Date 29 November 2010

Subject Mo's on parade to mark the end of Movember

The Business Man, The Trucker, The Rockstar and the Under Cover Brother.

These moustache styles and more will be on display at nib health funds (nib) headquarters tomorrow as Team nib's Mo-Bros strut their stuff on the catwalk to show off their meticulously manicured Mo's in support of national men's health initiative, Movember.

As part of the health funds' national sponsorship of Movember, nib's employees have been growing moustaches throughout November, helping to raise more than \$4,000 in funds and awareness for depression and prostate cancer.

Celebrity judges, including Chief Mo-tivator Paul Harragon, Newcastle Knights stars Jarrod Mullen and Wes Naiqama, former Australian one day international cricketer of the year Nathan Bracken and Movember Mo-Bro Rob Treharne, will put the boys through their paces during the Movember finale fashion parade.

Harragon said he is looking forward to seeing the Mo-styles created by the Team nib Mo-Bros.

"Last year the nib boys astounded everyone with their flair and passion for the mo, so I'm excited to see what they produce on the catwalk tomorrow," Harragon said.

National Mo-Bro ambassador, Nathan Bracken will be joining the judging panel for the first time in celebration of the mo.

"Growing a mo is such a simple and effective way to increase awareness and raise much needed funds for men's health issues, and also a chance to have a bit of fun," Bracken said.

After experiencing the effects of depression first hand, nib Mo-Bro, Alex Garas shaved his beard for the first time in five years to take part in Movember.

"My father suffered severe depression while I was growing up. Dealing with his issues and trying to support my mother and younger brother had a profound impact on me and really affected my whole family," Mr Garas said.

"Unfortunately, during that time we didn't have the support of organisations such as *beyondblue*. Today, they do a fantastic job supporting families like mine and also highlighting male depression as an acceptable topic to talk about," he added.

"I commend the Movember team for the work they are doing in promoting men's health and I'm delighted that nib has again jumped on board to support this worthy campaign."

In 2010, Movember has already raised more than \$47 million globally for the fight against prostate cancer and depression in men; with funds still flowing in. Movember's Rob Treharne said support for the initiative has once again exceeded expectations.

"Across the world, 443,000 people have registered as Mo-Bros or Mo-Sistas to help raise money and awareness for men's health, with Australia recording an impressive 129,000 participants," Mr Treharne said.

PHOTO OPPORTUNITY

Team nib's Mo-Bros will strut their stuff from 12pm on Tuesday 30 November 2010 at nib headquarters, 22 Honeysuckle Drive, Newcastle.

Media are invited to film or photograph the fashion parade and judging. Entrants and celebrity judges will be available for interview following the parade conclusion.

FOR FURTHER INFORMATION:

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