



MOVEMBER®

OIL RIG RUMBLE CHALLENGE

FOR COMPANIES THAT DIG DEEP &
GO THE EXTRA MILE FOR MEN'S HEALTH



OIL RIG RUMBLE CHALLENGE

Uniting our industry for the 30 days of Movember to raise lifesaving funds for mental health and men's cancer research.

The annual Oil Rig Rumble Challenge is your time to drill into men's health awareness while competing for fundraising glory against names big and small across the oil & gas sector.

Are you ready to rumble?

WHY WE'RE TAKING ACTION

MEN'S HEALTH IS IN CRISIS

And with 76% of oil & gas workers identifying as men, it's time to invest in the industry's most valuable resource – our workforce.



4 YEARS EARLIER

In Canada, men die 4 years earlier than women

3 out of 4

Suicides in Canada are men

1 in 8

Canadian men will have prostate cancer

YOUNG MEN

Testicular cancer is the most common cancer in men aged 15-39



**IN 2022,
THE OIL & GAS INDUSTRY
HAD 65 WORKPLACE TEAMS
WITH 1,056 MO BROS AND MO SISTERS
WHO COLLECTIVELY RAISED \$1.05 MILLION**



THE TROPHY

In 2022, SECURE Energy won industry bragging rights and the coveted Movember Oil Rig Rumble trophy.

Who will take it home this year?



TESTIMONIALS

MOVEMBER TESTIMONIALS



“

At SECURE we are promoting Movember to reinforce awareness to our employees of the importance of mental wellness and the support we have in place for them.

- Greg Filipchuk,
VP Operations

SECURE
ENERGY

“

We included information and stats from your webpage in our Daily Safety Bulletins, which are read every morning by each and every crew – meaning every day over 4,000 people were talking about prostate checks, testicular cancer and mental health.

- PCL Oil Sands



“

There's camaraderie and a nod that people give each other when people know they're taking part in this. Let's align our efforts under the umbrella of the Oil Rig Rumble to showcase what the oil and gas industry is doing to support men's mental and physical health.

- Rory O'Connor
MEG Energy



WHERE THE MONEY GOES

Over **80%** of funds raised went directly to men's health projects in 2021.

Since 2007, we have funded over 250 projects across Canada that are changing and saving lives.

PROSTATE & TESTICULAR CANCER

We're looking for a cure, yes, but we're also fiercely focused on improving quality of life for the millions of men living with or beyond prostate & testicular cancer.



BIOMEDICAL
RESEARCH



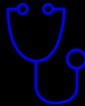
CARE



EDUCATION



HEALTH
SERVICES



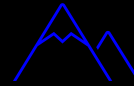
CLINICAL
QUALITY

MENTAL HEALTH & SUICIDE PREVENTION

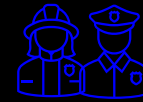
The issue of suicide is incredibly complex. But we know this: improving overall mental health and helping men establish better social connections can reduce the risk of suicide. We prioritize funding to communities that need your support most:



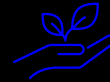
FATHERS



INDIGENOUS
MEN & BOYS



VETS & FIRST
RESPONDERS



YOUNG
MEN



MEN GOING
THROUGH
TOUGH TIMES
IN LIFE

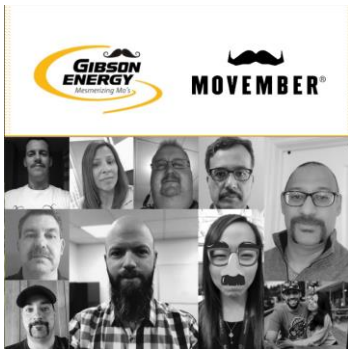
A couple of workplace examples...



Baytex Energy – Champion Effort

A passionate bunch of Baytex Energy employees *drilled deep* for men’s health and rallied their whole Calgary office to get engaged in Movember. The group got creative with a Movember waffle breakfast, Masters Golf fantasy pool, fitness workouts, men’s health webinar and auctioned off Calgary Flames tickets.

Company CEO & CFO got on board and pledged a matching donation to recognize their employees ‘hairy’ efforts. This all led to an impressive \$107,000 team total with 53 Mo Bros and 16 Mo Sisters on the team that took home the 2021 Oil Rig Rumble trophy.



Gibson Energy – Friendly Competition

Led by team captain, Alan Furman, and executive VP sponsor, Omar Saif, 76 Gibson employees joined together in the name of men’s health and along the way raised over \$72,000. Utilizing the Movember website and mobile app, Gibson employees were able to login, upload photos, track the amazing progress of their colleagues and leave messages of support & encouragement.

In 2021, they expanded their campaign to multiple worksites, which helped spread the men’s health message and sparked some friendly competition (and a whole lot of bragging rights for the winning company team).





HOW TO GET INVOLVED

3 SIMPLE STEPS



1

REGISTER ON MOVEMBER.COM

Kicking off is easy. Start by creating your [Movember profile](#), called your Mo Space. Then start your company team or join an existing one.

2

CONNECT TO THE OIL RIG RUMBLE

Once you have your team set up on Movember.com, head to the [Oil Rig Rumble challenge page](#) and click “Join this Challenge” to officially enter your company team.

3

GET READY TO RUMBLE

Rally support across the company. Use our [workplace toolkit](#) to kickstart your hairy efforts and help spread the word. The month-long challenge begins November 1st.

HAVE QUESTIONS ABOUT HOW TO GET INVOLVED?

Throw them at us. Email Evan Connor at evan.connor@movember.com and we'll be in touch to help out.



ARE YOU READY TO RUMBLE?

Learn more and sign up at
movember.com/oilrigrumble

Watch the video
[The Oil Rig Rumble](#)

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