



MOVEMBER®



**HOW TO
MO YOUR
OWN WAY**

GO BIG. GO BOLD. GO ALL THE WAY FOR MEN'S HEALTH.

Mo Your Own Way is a choose-your-own-adventure challenge epic in scope and scale. Freeze your way through a polar bear dip. Kick a bad habit. Tackle an epic workout challenge. The donations you inspire will help fund groundbreaking projects across men's mental health and suicide prevention, prostate cancer and testicular cancer.

A GUIDE TO MO YOUR OWN WAY

01

RAISE SOME BROWS

The best challenges tend to prompt the response "you're doing what?!" Get creative and push your limits.

02

WHENEVER, WHEREVER

Indoors, outdoors, in a single day, over several weeks or across the year. This is your challenge. You make the rules.

03

MAKE IT EPIC

30-day fitness challenge

Hit the trails to ski, skate or blade. Or hit the floor for yoga, push-ups or squats. Use every drop of sweat to dial up the donations.

Polar bear dip

Take on freezing temps to tempt donations.

Kick a habit

Quit sugar, TV or cursing for a month. Giving up never felt so good.

Maker Mo's

Got talent? Whether you're a musician, a meat-smoking extraordinaire or a master of something way out of left field, use your skills to make Mo money.

Last Mo Standing

A wine club* with a twist. Everyone buys a bottle, makes a donation and gets an entry into a draw. The last name pulled out at the end of the month wins it all.

*Or try it with chocolate, books or toys.

04

HAVE FUN DOIN' GOOD

Whatever you do, however much you raise, if you're having a good time, you're nailing it.

GET STARTED

01

Sign up at movember.com.

02

Set your own epic challenge.

03

If it's a gruelling test of physical endurance, connect your fitness app to your Mo Space.

04

Let everyone know what you're doing and why. Give them a heartfelt reason to donate.



Whatever it is, whenever it is, your challenge will help change the face of men's health. If you need any help getting started or want to bounce some boundary-pushing ideas, please get in touch at info.ca@movember.com.

