



HAVIN' FUN DOIN' GOOD

# WHY WE'RE HERE

## Men's Health is in Crisis

Our fathers, partners, brothers and friends are facing a health crisis that isn't being talked about. Men are dying too young. Long before their time.



## 5 YEARS EARLIER

Globally, men die 5 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





# OIL RIG RUMBLE CHALLENGE

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



# **OIL RIG RUMBLE** **CHALLENGE**

**Uniting Canada's Oil, Gas, and Energy industry for 30 days to have fun and help change the face of men's health.**

The annual Oil Rig Rumble Challenge is the industry's time to drill into men's health awareness while competing against names big and small across the industry for the Oil Rig Rumble trophy.

# WHY CANADA'S OIL AND GAS INDUSTRY?

## 75%

of oil & gas workers identify as **male**

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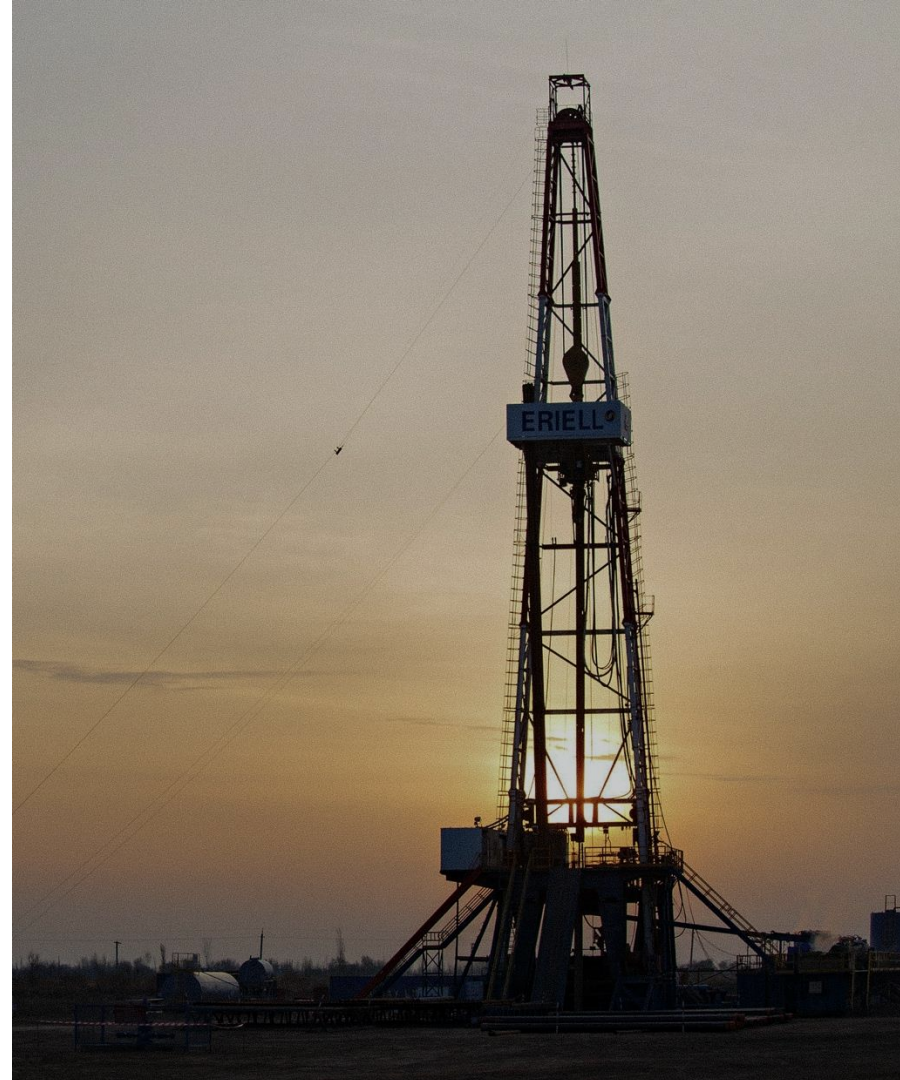
## MENTAL HEALTH

Research indicates that workers in the oil and gas industry suffer from a higher degree of anxiety and depression than the general population. A recent Angus Reid survey indicated high rates of loneliness in working-age men.

- 63% of Canadian men aged 18-34 years experienced considerable loneliness and isolation, compared to 53% of similarly aged women.
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“If not addressed properly, mental health issues can turn into a safety problem in the form of depression, suicide, trauma or stress. The oil and gas sector needs to create an open culture that promotes addressing mental health issues without fear of negative consequences.”

- Eugene Farrell, Mental Health Lead at AXA







For companies that dig deep and go the extra mile for men's mental health.

With 75% of energy sector workers identifying as male, the Oil Rig Rumble represents a time to invest in the industry's most valuable asset – its workforce.

In 2024, over 90 companies, big and small, from across the industries rallied together to change the face of men's health raising over \$1.4 million.



#### Winners:

Congratulations to SECURE Energy for claiming the Oil Rig Rumble title for the 3<sup>rd</sup> year in a row.

SECURE was one of four teams that had the chance to celebrate a successful campaign with an on-ice experience at Rogers Place Arena, home of the Edmonton Oilers. There were 12 participating companies who hit \$20,000 raised by November 30<sup>th</sup> and were entered into a draw for this money-can't-buy experience.

You can find the full campaign recap [here](#).



# PARTICIPATING COMPANIES



# SECURE

# \$323,459

RAISED IN 2024



**THANK YOU, SECURE!**  
**2024 OIL RIG RUMBLE CHAMPIONS!**





# OIL RIG RUMBLE FEATURES



ORR Ambassador Program



Company Health Talks, SpeakEasys and  
Safety Moments



Calgary Dodgeball Tournament



Edmonton Oilers Experience



Annual Campaign (Month of November)





# OIL RIG RUMBLE AMBASSADOR PROGRAM

- **Attend an exclusive training day** to get equipped and energized for success
- **Lead the charge** with a fun and impactful workplace campaign
- **Represent Movember** and be a leader in your industry, whether on the rigs or in the office
- **Inspire action** and create lasting change by raising awareness and vital funds for men's health
- **Gain leadership** experience and grow your professional network



# MENS HEALTH



54%

OF OIL RIG RUMBLE PARTICIPANTS WERE MOTIVATED TO REACH OUT TO A COLLEAGUE WHO MIGHT BE STRUGGLING AND ENGAGE IN CONVERSATIONS WITH FRIENDS AND FAMILY ABOUT MEN'S HEALTH

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72%

OF OIL RIG RUMBLE PARTICIPANTS WERE MOTIVATED TO IMPROVE THEIR MENTAL HEALTH

63%

OF OIL RIG RUMBLE PARTICIPANTS WERE MOTIVATED TO HAVE MORE OPEN CONVERSATIONS AT WORK

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29%

OF MOVEMBER MEN TALKED TO A HEALTH PROFESSIONAL ABOUT SOMETHING THAT DIDN'T LOOK RIGHT



# THANK YOU

**Looking for more information or ready to join?**

**Contact:**

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