



MOVEMBER[®]

OIL RIG RUMBLE CHALLENGE

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

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 9

Canadian men will have prostate cancer

YOUNG MEN

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

76%

of oil & gas workers identify as male



**IN 2021,
THE OIL & GAS INDUSTRY
HAD 77 WORKPLACE TEAMS
WITH 778 MO BROS AND MO SISTERS
WHO COLLECTIVELY RAISED \$668,000**



OIL RIG RUMBLE CHALLENGE

**Uniting our industry for 30 days to change
the face of men's health.**

The annual Oil Rig Rumble Challenge is our 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 MOVEMBER

OIL RIG RUMBLE TESTIMONIALS

“

“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

“

“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

“

Over the years, mental health has been more and more important as we need to focus and ensure men, and women, all take care of themselves. 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

BENEFIT TO YOUR BUSINESS

Forget the usual workplace team-building activities.
Movember has them beat. Unite your team to
stop men dying too young.



EMPLOYEE BENEFITS

**IMPORTANT
HEALTH
MESSAGING TO
ALL STAFF**

**FEELING
CONNECTED
AND PART OF
THE TEAM**

**FUN &
ENJOYMENT**

**SENSE OF
ACHIEVEMENT**

**CONFIDENCE
THEIR
DONATIONS
ARE MAKING A
DIFFERENCE**

**A CAUSE
THAT IMPACTS
EVERYONE**



EMPLOYER BENEFITS

**EMPLOYEE
ENGAGEMENT**

**MENTAL
HEALTH
PROMOTION**

**UNITE THE
COMPANY**

**ATTRACTION &
RETENTION OF
STAFF**

**REMOTE &
HYBRID WORK
FRIENDLY**

**COMMUNITY &
CSR GOALS**



SIMPLE STEPS TO GETTING STARTED

1

Sign up and create a team at movember.com

2

Add your team to the Oil Rig Rumble [network](#) on movember.com

3

Encourage employees to join your team or start their own.

4

Rally support from site locations, teams and leaders from across the company.

5

Now comes the fun part. Plan some fun events to bring the company together. Start fundraising and have a ton of fun while doing good for men's health.

A couple of workplace examples...



Baytex Energy – Oil Rig Rumble Champs

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).



WHERE THE MONEY GOES

Over **85%** of funds raised went directly to men's health projects in 2020.

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

Watch our impact [video](#) or visit our [impact hub](#) to learn more.

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



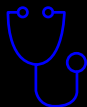
CARE



EDUCATION



HEALTH
SERVICES



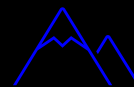
CLINICAL
QUALITY

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:



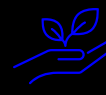
FATHERS



INDIGENOUS
MEN & BOYS



VETS & FIRST
RESPONDERS



YOUNG
MEN



MEN GOING
THROUGH
TOUGH TIMES
IN LIFE



OIL RIG RUMBLE 2022 GOALS



100 OIL & GAS TEAMS



1,000 MO BROS & MO SISTERS



\$1,000,000 RAISED FOR MEN'S HEALTH

(oh, and to have a heck of a lot of fun along the way...)



5 WAYS TO SUPPORT

CHANGING THE FACE OF MEN'S HEALTH TOGETHER

1. SIGN-UP

Sign-up and create a team at movember.com

2. RALLY A TEAM

Recruit support from your colleagues, leadership team, or other departments and site locations.

3. THROW DOWN A CHALLENGE

Invite people you know within the industry to join you this Movember for the Oil Rig Rumble. Challenge them to start teams at their own companies and see who can go bigger for men's health.

4. SPREAD THE WORD

Help us get the word out. Post on LinkedIn. Email an ex-coworker. Shoot a text to your old boss, or send a carrier pigeon to your site supervisor.

5. START A CONVERSATION

Men's health impacts all of us. Head to movember.com to learn about the health risks you face and start a conversation with the men in your life.



THANK YOU

For any more information on getting involved in Movember:

Mitch Hermansen

Development Director

mitch.hermansen@movember.com

604-880-3694



**SIGN UP
&
REGISTER**



[CLICK HERE](#)



**THE
OIL RIG
RUMBLE**



[CLICK HERE](#)

