



MOVEMBER CANADA:

CHANGING THE FACE OF MEN'S HEALTH

WHO WE ARE

Movember is the leading global charity changing the face of men's health. We exist to help men live happier, healthier, and longer lives by focusing on mental health, suicide prevention, prostate cancer, and testicular cancer.

OUR CAMPAIGN

Movember is Canada's most recognized health activation. With 90% brand awareness, **Our Campaign has achieved near-universal recognition in Canada, reaching levels of cultural familiarity comparable to Canada Day.**

Since arriving in Canada, we have welcomed over **6 million supporters** and funded nearly **300 life-saving projects** nationally. In our **2024 campaign alone, Canadians raised over \$25.3M**, fueling a network that ranges from clinical trials in major cities to Indigenous-led programs in the remote communities. **We aren't just raising funds; we are driving a cultural shift.**

MOVEMBER IN THE WORKPLACE

Movember is more than growing a moustache or raising a few dollars, it's an opportunity to bring your workplace together around something that matters.

By getting your company involved, **you can create a culture where conversations about men's health are encouraged**, employees feel connected to a bigger purpose, and everyone has a chance to make a difference.

Whether you're a small team or a workforce of thousands, Movember gives you the tools, resources and community to turn workplace energy into meaningful action for men's health, and have some fun along the way.

THE URGENCY

3X SUICIDE RISK

In Canada, 3 out of 4 suicides are men.

70,000+ MEN

Over 70,000 Canadians are currently living with or beyond a prostate cancer diagnosis.

62%

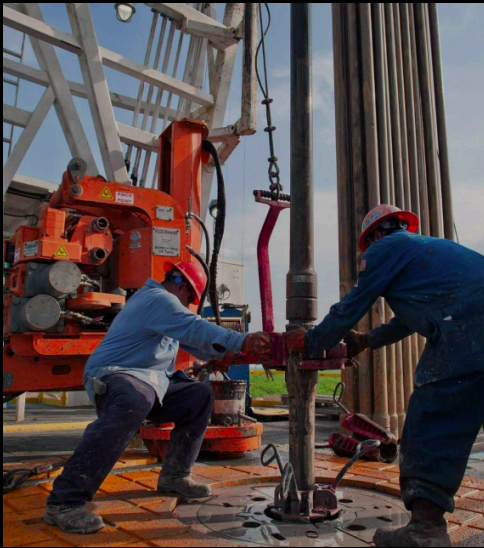
of men aged 15-40 don't know how to check for testicular cancer

65%

of Canadian men wait more than six days with symptoms before visiting a doctor.

SERVICE GAP

Indigenous men in Canada face a significant gap in care, with many regions having limited to no mental health or addictions funding present in their communities.



OIL RIG RUMBLE

WHY WE'RE TAKING ACTION

With **75% of the oil and gas workforce identifying as male**, the Oil Rig Rumble brings the industry together to **have fun, do good and improve men's health** by sparking important conversations about mental health, wellbeing and cancer prevention.

Improving men's health is everyone's business. The Oil Rig Rumble gives your company a way to rally your entire workforce around a cause that impacts employees, families and communities. Whether they're fundraising, starting a conversation, supporting a teammate or simply getting involved, everyone can play a role in building a culture of caring and creating lasting impact for men's health.

WHY GET INVOLVED WITH THE OIL RIG RUMBLE?

The Oil Rig Rumble gives your company an opportunity to:

- **Engage your workforce** around a cause that matters
- **Strengthen workplace culture** and create space for conversations about mental health
- **Improve awareness** of prostate and testicular cancer
- **Equip employees with practical tools** to support their health and others
- **Build camaraderie and compete** for the coveted Oil Rig Rumble trophy
- **Connect with the industry** through events and experiences throughout November
- **Have fun, give back and make an impact** for men's health



FINAL CHALLENGE LEADERBOARD

1.	SECURE	\$202,803
2.	PEMBINA PIPELINE	\$91,058
3.	IMPERIAL OIL	\$77,422
4.	CO-OP REFINERY	\$72,596
5.	PRECISION DRILLING	\$60,774

The Oil Rig Rumble is a powerful mechanism for turning worksites into communities of mutual accountability, expanding the culture of safety to include both physical and mental wellbeing.

In 2025, the energy sector stepped up in a massive way. More than 1,200 participants from 80+ companies across the country came together to raise over \$1.2 million for men's health. This is a testament to the incredible impact this industry can have when it unites behind a common cause, and an opportunity for your company to be part of what comes next.

ARE YOU READY TO RUMBLE?

Get your workplace involved today!

To learn more about getting your team involved in the Oil Rig Rumble and how your company can participate in November as a workplace or sponsor, please contact:

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