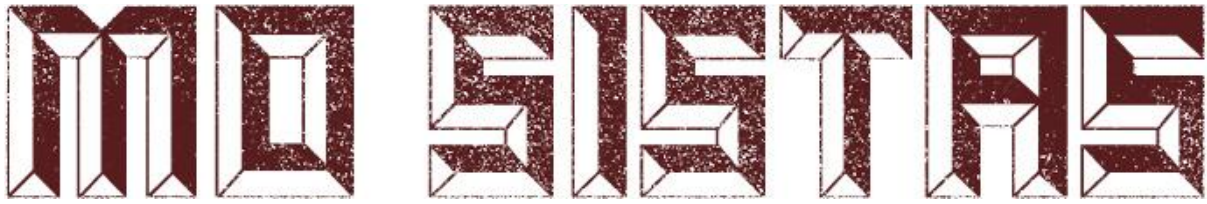


Some people have been asking what exactly a Mo Sista is and how ladies can possibly take part in Movember...



SISTAS CAN MO TOO

Never a truer word was spoken, when it was said that behind every great man, stands a great woman. Wise words indeed from a past generation, words which are as meaningful today as the day they were uttered. Whilst a Mo Bro may grow, it is the Mo Sista that is often the driving force, first planting the seed (of an idea) and then carefully working away behind the scenes of fine moustachery for the 30 days of Movember.



A Mo Sista is essentially a woman who loves a Mo. An individual that is dedicated to supporting the Mo Bros in her life through their moustache growing journey; whether it be a friend, colleague, family member, partner or boyfriend. These inspirational women are committed to raising awareness of men's health issues and much needed funds for men's health along the way.

At Movember we acknowledge the Mo Sistahood and celebrate their role as purveyors of fine moustaches.

THE IMPORTANCE OF BEING A MO SISTA

To be a Mo Sista is to be an agent for change. It's not an exaggeration to say that without Mo Sistas, Movember would never have achieved the success it has to date.

For many Mo Bros, the thought of growing a moustache can be a daunting one. They may be concerned about how they will look with their newly acquired facial friend, nervous as to whether they are capable of growing a Mo or apprehensive about the commitment it takes to grow a Mo for the full 30 days of Movember. Mo Sistas play a vital role in supporting the journey, not least by being supportive of their courageous commitment. A kind word of encouragement, a wink or a smile of recognition can go a long way to helping a Mo Bro as he navigates the month of Movember – this may be particularly true in the first few weeks when growth can, for some, be a little bit slow.

Mo Sistas also have an important role in helping men to break down barriers and talk about



their health. Women are traditionally more comfortable when it comes to talking about these matters, so can be great facilitators in supporting the Mo Bros in their life to share their personal journeys with each other, or a health care professional. Getting men to better understand the risks they face is key for Movember and Mo Sistas are a great way to help get health messages to Mo Bros. After all, Knowledge is power.

REGISTER

[So, if this sounds like something you want to do, sign up now to become a Mo Sista. Click here to go to the registration page](#)



A Mo Sista can show support in a number of ways, from simply donating to the Mo Bro in their life, through to starting a team of moustache merchants. Here are a few ideas to get things started:

- Register as a Mo Sista and start or join a team
- Recruit team members through the workplace or through an existing network of family and friends
- Raise funds for your team through social networking platforms (Facebook, Twitter), email or for the Mo on the Go - the Movember app for smart phones
- Buy a Gala ticket and join other Mo Bros and Mo Sistas at one of our legendary Movember Gala Partés
- Register and organise your own Mo Party in your workplace or community
- Dust of those sneakers and prepare to get hot and sweaty at your local Running of the Mo's event
- Ask a Mo Bro if he's had an annual health check up and if over 40, a PSA Test
- Order health materials from Movember.com for the men in your life
- Smile at a Mo Bro and compliment his Mo. It helps them grow. FACT.