

Media Release

For Immediate Release

Ride Around the World for Cancer Research

Two Australian bikers, frustrated with the lack of awareness about prostate cancer, are in the USA on the American leg of their world road trip to raise awareness. 32 year old Simon Buckley, from Richmond, Victoria, and 27 year old Todd Barry, from Newcastle, New South Wales, are on a 14 month motorcycle trip across all seven continents to raise money for research into the condition and get people talking about what they believe remains a 'taboo subject.'

The duo's amazing adventure, which started on 28th March, has taken in Australia, Asia, Europe and Africa. The USA is their 26th country and they have 23 left before returning to Australia in May 2010. "Prostate cancer research continues to be underfunded and men all over the world are still reluctant to discuss this disease openly. We're determined to help change that." Buckley Says.

Along their route, Buckley and Barry have been meeting with local cancer groups, organizations and health agencies to speak about prostate cancer and to support those groups' awareness and fund-raising efforts. The Movember Foundation (www.movember.com) is a registered 501(c)(3) non-profit organization that runs the men's health initiative, Movember is their chosen American charity.

The National Cancer Institute estimates there will be 192,280 new prostate cancer cases this year in the United States.

"Prostate cancer research continues to be underfunded, and men all over the world are still reluctant to discuss this disease openly," Buckley said. "We're determined to help change that."

Buckley explains: "We did our homework but you can't plan for everything and it's been a real challenge. The kindness people have shown has really taken us aback - we've been given food and a bed for the night all over the world."

Movember Foundation Founder, Adam Garone, said "Without people like Simon and Todd we would be unable to fund the research needed to save lives. The success of our research doesn't start in the laboratory, it starts with those who choose to support us."

To support Simon and Todd please visit www.riderightround.org

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Movember
<http://us.movember.com/>

Notes to Editors:

While Movember is new to the US, it started in Melbourne, Australia in 2003 as a challenge to bring back the moustache in a fundraising event for prostate cancer.

Since then Movember has expanded globally, having raised \$47 million USD for its beneficiary partners in Australia, New Zealand, UK, US, Canada, Spain and Ireland. As a direct result of these campaigns, men's awareness of health issues has improved with the campaign spreading health messages directly to millions around the world.

Movember is the month formerly known as November where men grow a moustache for 30 days to raise awareness and funds to help find a cure for prostate and testicular cancer.

The money raised by Movember in the U.S. is split between the Prostate Cancer Foundation and the Lance Armstrong Foundation.

HERE'S WHAT TO DO

1. REGISTER at www.movember.com where you'll find everything you need to get started
2. CREATE a new look by growing your moustache starting Movember 1st clean shaven
3. MOTIVATE your friends and family to donate and support your growing efforts
4. CELEBRATE your journey at the moustache themed end of Movember Gala Partè

Every moustache makes a difference!