



## **CONTIKI VACATIONS PLEDGES TO CHANGE THE FACE OF MEN'S HEALTH IN PROUD SUPPORT OF MOVEMBER**

*Worldwide leader in youth travel to raise awareness and funds for prostate cancer research in a fun and informative way*

Anaheim, Calif. (October xx, 2011) – Contiki Vacations, the worldwide leader in tours for 18-35 year olds, is pleased to announce its support of Movember, the global men's health charity. Every November 1, hundreds of thousands of men around the world register at [www.movember.com](http://www.movember.com) and start clean-shaven, growing a Mo (slang for moustache) for 30 days, raising awareness and funds along the way from their family and friends. With a moustache, each man becomes a walking, talking billboard for men's health. Women can join the cause by registering as team captains and starting a team, donating to or sponsoring the men in their lives.

“With Movember, growing a moustache is a unique way to raise awareness in support of prostate cancer research and a brilliant hook to drive participation,” says Greg Fischbein, President of Contiki Vacations. “It's taking a serious health issue and finding a fun way to involve men and women in raising much needed funding.”

To kick off the partnership, Contiki is encouraging fans to register at [Movember.com](http://Movember.com), donate, and pledge to grow a Mo to help change the face of men's health. In addition, Contiki will award the amazing **LA to the Bay** trip to the college student who raises the most funds for Movember during the fundraising period. He will also be crowned the “**Big Mo' on Campus**”. Registrants must currently attend college and have a valid college email address (i.e. XX.edu) to qualify.

### **About Contiki**

Contiki has inspired 18 – 35 year olds to travel to the world's most fantastic destinations for 50 years. The trips are hassle-free and include the perfect mix of sightseeing, culture and free time. Travelers can choose from over 200 itineraries throughout Europe, Russia, Egypt, Asia, Australia, New Zealand, Mexico, Canada, South America, & the USA. For more information, please visit <http://www.Contiki.com>

### **About Movember**

Movember aims to forever change the face of men's health through the power of the moustache, by raising awareness and funds that will reduce the number of preventable male deaths by cancer. Since inception as a charity event in 2004, over 1.1 million participants have raised over \$174 M for the cause, with official Movember campaigns taking place in ten countries. For more information please visit [www.movember.com](http://www.movember.com). Movember is a registered 501(c)(3) charity.