



PRESS RELEASE
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TRACE ANNOUNCES ITS SUPPORT OF THE MOVEMBER FOUNDATION WITH THE LAUNCH OF THE #MOVEMBERTRACE CHALLENGE ON TRACE SPORTS STARS

In November, TRACE group partners with [Movember Foundation](#), the charity tackling men's health by offering special programming on the [TRACE Sport Stars](#) channel, as well as [#MOVEMBERTRACE](#) selfie challenge on social media.

Established in 2003 the **Movember Foundation** (contraction of "Mo" for "moustache" and "November") tackles men's health one moustache at a time. In fourteen years, Movember has globally raised over €597m and millions of ambassadors worldwide.

TRACE Sports Stars is the primary sports channel dedicated to sports celebrities and lifestyles. As a partner, TRACE Sport Stars' objective is to inform, increase awareness amongst its audience, and to address some of the biggest health issues faced by men: prostate cancer, testicular cancer and mental health. The involvement of TRACE Sports Stars on its TV feeds, on the web and social networks will help lift the veil on health issues and push calls for research and donation.

With the [#MOVEMBERTRACE](#) challenge, TRACE Sport Stars' aim is to engage TV audience and online communities by inviting people to join the movement and become 'Mo Bros' and 'Mo Sistas', ambassadors of the charity. The only requirement is to [make a donation](#) to Movember and/or post a fun selfie of their moustache (women are also invited to participate) on social media, using the hashtag [#MOVEMBERTRACE](#).

Olivier Laouchez, CEO, chairman and co-founder of TRACE declares, *"Our charity involvement is essential. It was natural to join forces with Movember and put the light on a cause that touches all men and all families. At the beginning of the year, we've supported "Changed by Sport" by Adidas and now, with the Movember Foundation, we will keep on changing lives through sport."*

TRACE Sport Stars TV channel is available worldwide via TRACE' SVOD platform [TracePlay](#).

Discover the [#MOVEMBERTRACE](#) challenge all November on [www.tracesportstars.tv](#) and on TRACE Sport Stars social medias.

ABOUT TRACE

Launched in 2003, TRACE is a multimedia group and brand dedicated to afro-urban entertainment. With a presence in 160 countries, Trace offers engaging and innovative TV channels, radios, mobile services, digital platforms to millennials and multicultural audiences.
[www.trace.company](#)

ABOUT TRACE SPORT STARS

TRACE Sport Stars is the first global entertainment channel dedicated to the lives of sport celebrities. Through factual, reality, lifestyle, magazine, gossip and countdown shows, TRACE Sport Stars gives an in-depth access to our beloved champions' lives: their passion, their commitments, their secrets.
[www.tracesportstars.tv](#)

ABOUT MOVEMBER FOUNDATION

In 14 years, Movember financed over 1 200 projects and Research programs about men's health in the entire world. Movember goals for 2030: Reduce premature mortality among men, reduce men's suicide rates, halve the number of deaths from prostate and testicular cancers, and the number of men with post-traumatic stress syndrome.
[www.movember.com](#)

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