

## Helping to Change the Face of Men's Health, the Jeep Brand Kicks Off Month-long Digital, Social and Experiential Initiative Supporting the Movember Foundation

- Jeep brand encourages its fans, followers and owners to 'Grow a Mo, Show a Mo' and take the Move Challenge to raise funds and awareness for the Movember Foundation
- Fans can enter the Jeep Movember contest between November 1 and November 30 for the chance to win a new 2016 Jeep vehicle by posting photos using **#JeepStacheContest** hashtag on [Twitter](#) and [Instagram](#) in support of the Movember Foundation
- Additionally, for every **#JeepStache** post on [Twitter](#) and [Instagram](#), the Jeep brand will donate \$1 to the Movember Foundation (up to \$15,000)
- The brand will make its exclusive Jeep 'Stache by Carstache accessory moustache available for sale at [www.jeep.com/movember](http://www.jeep.com/movember) and in dealerships across the country, with 100 percent of the proceeds benefiting the Movember Foundation

November 1, 2016, Auburn Hills, Mich. - The [Jeep®](#) brand is proudly joining forces with the Movember Foundation to generate awareness and to raise funds in support of men's health. [The Movember Foundation](#) encourages men to [Grow a Mo](#) for 30 days, to take the [Move Challenge](#) or to [host an event](#) throughout the month of November to benefit the cause. Through its alliance with the organization, the Jeep brand will launch a month-long comprehensive campaign across its digital, social and experiential platforms focused on galvanizing the brand's global audience to support the Movember Foundation.

"As the only global charity focused solely on men's health, the Jeep brand's alliance with the Movember Foundation gives us the opportunity to shine a spotlight on a very important issue," said Mike Manley, Head of Jeep Brand and Ram Brand, FCA – Global. "We're encouraging our fans, followers and owners across the globe to 'Grow a Mo, Show a Mo' by purchasing one of our Jeep 'Stache by Carstache accessories to affix to their vehicle and by taking the Move Challenge to support the Movember Foundation. We're also giving consumers the opportunity to help raise funds and awareness by posting photos with their 'stache on Twitter and Instagram, in addition to a social contest that will give one lucky fan the chance to win a new 2016 Jeep vehicle."

### Video: Mike Manley Q&A, Running Footage of Jeep Vehicles, Outtakes/Bloopers, Mike Manley Shaving for the Cause

For every **#JeepStache** posted on Instagram and Twitter throughout this month, the Jeep brand will donate \$1 (up to \$15,000). As part of its year-long 75th anniversary digital and social initiative "[My Jeep Story](#)," the Jeep brand's November "story" will also shine the spotlight on the Movember Foundation. Additionally, fans can enter the Jeep Movember contest for the chance to win a new 2016 Jeep vehicle. To enter, fans must post a photo on [Instagram](#) or [Twitter](#) using the hashtag **#JeepStacheContest** between Tuesday, November 1 and Wednesday, November 30. Submissions will be evaluated on creativity, originality and quality of submission, as well as how the photos fit the Movember theme.

The brand is also galvanizing its broad network of dealers, owners, fans and followers in support of this important cause by encouraging its global community to stand with them to fight the many health challenges men are confronting today. The Jeep brand's exclusive Jeep 'Stache by Carstache accessory moustache for fans to "Show their Mo" is now available for purchase at Jeep dealerships throughout the country, as well as online at [www.jeep.com/movember](http://www.jeep.com/movember). One hundred percent of the proceeds will be donated to the Movember Foundation. Fans can also donate by joining

an existing team or by starting their own on the Jeep network by clicking [here](#).

One in seven men will be diagnosed with prostate cancer in their lifetime. (Symbolically, the prominent seven-slotted Jeep Wrangler grille design is used to represent the statistic, with one of the seven painted white). All around the world, fathers, brothers and friends face a health crisis that isn't being talked about. Men are dying too young, before their time and for no biological reason. To address this issue, since 2003 the Movember Foundation has empowered millions of men and women to join the global men's health movement, raising more than \$710 million and funding more than 1,200 breakthrough men's health programs in 21 countries for prostate cancer, testicular cancer, mental health and suicide prevention. More information can be found at [Jeep.com/Movember](http://Jeep.com/Movember).

#### **About the Movember Foundation**

The Movember Foundation is the only charity tackling men's health on a global scale, year round. We run awareness and fundraising activities, with the annual Movember campaign in November being globally recognized for its fun, disruptive approach to getting men to take action for their health. During Movember, men and women around the world raise funds by growing or supporting a moustache, getting physically active or by hosting an event. Not only do these commitments raise vital funds, they also generate powerful and often life-changing conversations. Millions have joined the movement, raising \$710M to help fund more than 1,200 men's health projects focusing on prostate cancer, testicular cancer, mental health and suicide prevention.

We have one goal: to stop men dying too young.

Movember is fully accredited by the Better Business Bureau, and for the past four years, has been named a Top 100 best NGO by *The Global Journal*. For more information, please visit [Movember.com](http://Movember.com). Movember is a registered 501(c)3 charity.

#### **Jeep Brand**

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom and added 4x4 capability. All Jeep brand vehicles will offer an electrified variant by 2025.

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