

JOINT MEDIA RELEASE



MOVEMBER, *beyondblue* AND JOY 94.9 LEADERS UNITE BEHIND ONE CAUSE

JOY 94.9 Australia's only gay and lesbian radio station and Australia's single largest gay and lesbian community organisations today called a meeting with the national anti depression group *beyondblue* and men's health organisation Movember to commit to working together in addressing gay men's health issues.

David McCarthy, JOY 94.9 President today said, "This is a significant milestone in the development of a common cause and direction for gay men's health between JOY, *beyondblue* and Movember. The issues around men's health are complex and require a truly collaborative and focused effort"

"I wanted to reiterate again at the meeting that the JOY Board will support the 2011 Movember campaign and was not supportive of any parallel fundraising campaigns and that we wish to work with *beyondblue*", said Mr McCarthy.

The meeting was called to discuss strategies the three organisations can collaborate on to deliver a coordinated and focussed mental health and wellbeing programs which align with the goals of each respective organisation.

Mr McCarthy said, "I want to pay tribute to *beyondblue* and Movember in joining us (JOY 94.9) in agreeing to work together. Our three organisations have specific skills and constituencies that we bring to the table. This is an exciting time for JOY as we share the challenge of responding to complex and challenging men's health issues. It is obvious to us that three heads are better than one. All three of our organisations have agreed that the specific health needs of gay men require a focused strategy between the three organisations to deliver the outcomes we all need and expect".

beyondblue Deputy CEO, Dr Nicole Highet says: "beyondblue is very pleased with the outcome of this morning's meeting and we remain committed to continuing our work with the GLBTI community. We appreciate the support given to us and our work by JOY 94.9 and we look forward to continuing our partnership to ensure that we are responding to the mental health needs of the community. We thank Movember and all the GLBTI Mo Bros, Mo Sistas and their sponsors who support us in our work."

Movember, Chief Operating Officer, Jason Hincks said "We've had a very productive meeting with David McCarthy, President of JOY 94.9, and are looking forward to working together collaboratively in a number areas going forward. Having a positive relationship with each other is important to both parties and it's one that will no doubt continue to grow going forward. With Movember 2011 just around the corner, we're excited to have the JOY community on board and are looking forward to seeing some good Mo's and healthy conversation around men's health."

"The views of the gay community will continue to feed into and play an important role in shaping our conversations with both of our charitable partners, *beyondblue* and Prostate Cancer Foundation. As with all male demographics, we want to ensure that the programs we fund are directly answering the needs of a community and making a tangible difference."

JOY94.9 is committed to providing a voice for the diverse lesbian and gay communities, enabling freedom of expression, the breaking down of isolation, and the celebration of gay and lesbian culture, achievements and pride.

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