

## **PRINGLES AND MOVEMBER ASK PEOPLE TO POP, SHARE, CHAT TO SUPPORT MEN'S MENTAL HEALTH**

- *Buy a can of Pringles and get a free can for a friend to start open and honest conversations on mental health*
- *The snacking brand will donate a minimum of £75,000 to this year's Movember campaign*

Today, Pringles has announced it is supporting leading men's health charity Movember for a second year, following the success of last year's partnership.

The brand is encouraging shoppers to start a conversation over a can of Pringles by offering a voucher for a free small can (40g) with every standard can (200g) bought from 1<sup>st</sup> – 21<sup>st</sup> September in Tesco stores<sup>i</sup>. Pringles fans will be encouraged to send the voucher directly to a friend, along with some useful advice from Movember on how to approach difficult conversations.

Research<sup>ii</sup> conducted by Movember found that Covid had a huge impact on men's mental health with one in three fearing their relationships with friends may never recover. It also discovered that three out of five UK males reported experiencing poor wellbeing and over a third of men said they felt lonely more often than before the pandemic. With such shocking figures, Movember's vital work has never been more important.

Together, Pringles and Movember are aiming to drive more open conversations around mental health and encourage people to 'Pop, Share, Chat'.

Pringles has also announced that it will be donating a minimum of £75,000 to the charity to support its important initiatives which help change the face of men's health and fight for men to live happier, healthier and longer lives.

**Anne-Cecile Berthier, country director - UK and Europe at Movember, said:** *"We're so excited to have Pringles and its moustachioed mascot on board for another year to help us in the fight to help men live happier, healthier and longer lives. It's with the support of brands such as Pringles that we can ultimately provide men with much needed support through our mental health initiatives."*

For its partnership last year, Pringles' mascot Mr. P shaved down his moustache for the first time since his launch in 1968. Pringles revealed his new makeover across social media pages including Instagram, Facebook, and Twitter, and he also joined a host of other well-known faces who grew a mo to support the charity throughout November.

**Florence Kayll, brand manager at Pringles said:** *"We're delighted to partner with Movember for another year to support the charity and the incredible work it does to support men's health. We hope that by giving people the chance to send a free Pringles voucher to a friend, we encourage people to check in with each other and start conversations they wouldn't have otherwise had."*

**-ENDS-**

**NOTES TO EDITORS:**

For more information follow @Pringles\_UK.

Contact:

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Images available on request

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<sup>i</sup> Valid until midnight 21.09.21

<sup>ii</sup> The research was commissioned by Movember and conducted by The Good Side, a UK-based insights and social change agency. The quantitative survey was conducted over two waves in November 2020 and January 2021 with a total of 3,000 men surveyed representative of the national population in the UK (1,000 men), Canada (1,000 men) and Australia (1,000 men). In addition, 800 men identified as representing specific target audiences for Movember's media intervention work in the UK, Canada and Australia were also included in the sample. The 20 minute survey asked men about their mental health during COVID-19, and explored themes around relationships, social connection, loneliness, dealing with pressures during COVID-19, masculinity in today's world and their outlook for the future.