



## Media Information

### **Automobili Lamborghini drives awareness and funding for Movember with largest gathering of Lamborghinis in the history of the Americas**

#### **Southern California "Bull Run" draws 200 Lamborghinis in support of men's health**

*Sant'Agata Bolognese/Santa Monica, CA, November 6, 2023* - This past Saturday, Nov 4, a record 200 Lamborghinis took to the roads of Southern California on a collection mission to raise awareness and funding for the world's leading charity changing the face of men's health, Movember. Automobili Lamborghini Chairman and Chief Executive Officer, Stephan Winkelmann, as well as Andrea Baldi, Chief Executive Officer Americas, led the drive of passionate fans and customers of all ages. 2023 marks the third consecutive year of partnership with the organization and this Bull Run is one of many taking place globally during the month of November.

The Lamborghini x Movember "Bull Run" began at the famed Santa Monica Pier, driving 32 miles through the Malibu canyons with a final destination of Calamigos Ranch in Malibu wine country, nestled in the heart of the Santa Monica Mountains. Each Lamborghini was proudly decorated with the charity's signature mustache symbol on the hood of the vehicle.

"It's an honor to actively contribute to raising awareness and funds for Movember and promoting prevention for men's health," remarked Stephan Winkelmann. "This Southern California "Bull Run" saw the most Lamborghinis ever come together in the history of this region, and for such an important, vital cause that touches so many of us in different ways. With California as the leading market in the US, it was wonderful to witness such strong customer participation in this event."

The money raised from the Lamborghini x Movember partnership will aid in the charity's mission of bringing awareness to important issues surrounding men's health, prostate cancer, testicular cancer and suicide. Donations to Movember can be made through Lamborghini's dedicated fundraising page (<https://movember.com/n/lamborghini?mc=1>) through November 30.

"At the core of Movember, we believe that healthier men equal a healthier world. We're proud of our partnership with Automobili Lamborghini and their commitment to raise awareness and funds for cancer research and mental health," said Movember US Country Director, Timothy Ganeswaran. "The Lamborghini x Movember "Bull Run" resonates with our value of having fun by doing good. We're touched by all those who helped make it a success."

#### **About Movember**

Since 2003, Movember has built a global men's health movement, funding more than 1,300 projects around the world, challenging the status quo, shaking up men's health research and transforming the way health services reach and support men. Movember has taken on three



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of the biggest health issues affecting men: prostate cancer, testicular cancer, mental health and suicide.

Movember has:

- Invested almost \$350 million in over 600 biomedical research projects, focusing on prostate and testicular cancer.
- Funded 4 prostate cancer registries, with over 200,000 men enrolled from 23 countries.
- Supported interventions designed to assist and guide men through the prostate journey, offering them resources and information so that they are empowered to make their own decisions, manage symptoms and shared lived experiences.
- Since taking on mental health and suicide as a cause area in 2006, Movember has united experts, funded bold new approaches and embraced fresh perspectives. They've focused on prevention, early intervention and health promotion through a male lens.

Movember is for everyone, not just for men. It is a health movement and their invitation to take part is open to everyone. They champion healthcare that is sensitive to the needs of everyone, including men, so that everyone benefits. And they have a strong focus on how improving men's health can have a profoundly positive impact on women, families, and society as a whole.

They lead the charge in encouraging men to adopt healthy behaviors, challenging health systems and confronting gender norms to reduce health inequalities and save more lives. To donate or learn more, please visit [Movember.com](https://www.movember.com).

Photos and videos: [media.lamborghini.com](https://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)



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