

# MEDIA RELEASE

## Hoodies that help: Bunnings Trade supporting a better future for men's mental health

Bunnings is taking it one step further in 2025, with 10cents from every cafe hot drink in November donated to Movember.



L - R: Rob Dunne, NZ Country Manager – Movember, Matt Heinrich, Head of Bunnings Trade NZ

The beloved Bunnings Trade hoodie seen on the backs of Kiwi tradies has been given a makeover, and it's all for a good cause. Bunnings Trade and Movember have teamed up again this November to spark important conversations and raise vital funds for men's health.

Recent findings from Movember's [The Real Face of Men's Health 2025 report](#) show that one in three construction workers experienced serious psychological distress in the past month, over twice the national average for men. In New Zealand, suicide is the leading cause of death for men under 35, and three in four suicides are male.

Movember New Zealand Country Manager, Robert Dunne, said, "Over the past three years, Bunnings' support is helping to make a real difference in breaking down stigma, particularly in the trade and construction industry, and helping to enable us to work on improving men's health across communities."

**BUNNINGS**



# MEDIA RELEASE

The traditional Bunnings teal hoodie has been redesigned in a charcoal colour-way and adorned with the Movember motif. Available to purchase instore and online from 7 November for \$49 with all profits going directly to Movember.

The two brands have collaborated each Movember for three years, raising \$160k through various fundraising efforts, including co-branded merch items, Bunnings team member challenges and customer donations.

This Movember, Bunnings is taking it one step further, with 10cents from the sale of every hot drink sold in one of their cafes through the month of November being donated directly to the charity. Customers can expect to see their hot drinks served in a Movember branded cup, as a nod to the campaign, and a QR code available for customer donations.

"Our limited-edition hoodies are not only a fundraiser, but they're also a tangible way to show support for men's health and hopefully spark a conversation with a mate." concluded Dunne.

Head of Bunnings Trade NZ, Matt Heinrich, shared the team is committed to raising awareness around men's mental health and wellbeing.

"Supporting men's mental health is a priority for us at Bunnings Trade. Joining forces with Movember again allows us to rally our team and local communities to support Kiwi men in a meaningful way.

"We are hoping this campaign continues to spark meaningful conversations about men's mental health," concluded Heinrich.

**- ENDS -**

## Notes to the editor:

\*Research cited from the following sources:

- [The Real Face of Men's Health report. Understand the true state of men's health. - Movember & Publications | The Movember Institute - Movember](#)
- [MATES in Construction. Construction Industry Well-being Survey RESULTS. 2023 Nov](#)

Free Movember Trade Brekkie's are being hosted at Bunnings Trade areas across the country on 7 November 7-9am. Join for a free Tradie Brekkie and grab yourself a limited-edition hoodie

Bunnings Trade is encouraging Kiwis to support men's health this Movember. You can grow a mo, move for mental health, get yourself a co-branded Bunnings Trade x Movember hoodie or a hot drink from the Bunnings café. Do it for our dads, partners, brothers and mates.

For more details on Movember and men's health in NZ, please visit:

<https://trade.bunnings.co.nz/campaign/movember>

<https://nz.movember.com/>

The Bunnings logo, featuring the word "BUNNINGS" in a bold, white, sans-serif font. The letter "B" is stylized with a red diagonal slash through it. The logo is set against a dark teal background.

# MEDIA RELEASE

For media enquiries please contact:	
Nicki Covich – Bunnings PR Lead NZ	+64 21 135 2780 <a href="mailto:nicki.covich@bunnings.co.nz">nicki.covich@bunnings.co.nz</a>
Ella Jewell	+64 2137 2042 <a href="mailto:Ella.jewell@omc.com">Ella.jewell@omc.com</a>

