

PRESS RELEASE

Movember Documentary Tackles Male Stereotypes – via Gen C & Wildebeest.

Video content agency, Gen C has teamed up with production company Wildebeest to launch a moving documentary as part of the 2015 Movember Campaign. The short film documents the life and story of Jeremy Wiggins, a transgender man who is participating in Movember for the very first time.

In an emotional interview piece, Wiggins – who is a 2015 Movember Ambassador - discusses the way Australian society views gender, and in the process, breaks down traditional stereotypes on what it is to be a man.

Watch the film here: <https://www.youtube.com/watch?v=8Obe4mitkCk>

Credits:

Creative Agency: Gen C

Production company: Gen C & Wildebeest

Director: Jack White & Julian Lucas

DOP: Jarred Osborn

Producer: Nicholas Cox

Editor: Julian Lucas

Colour Grade: Nick Hower

Client: Movember