

MediaCom celebrates International Men's Day

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20 NOV 2020

In recognition of International Men's Day, MediaCom's Gender ERG Every Gender, Everyone hosted a series of events which saw the agency come together.

MediaCom's first International Men's Day celebration aimed to raise awareness for issues and topics affecting men, such as paternal equality, toxic masculinity and mental health.

In the hopes of promoting a positive conversation around men, manhood and masculinity, we heard from a diverse range of men who were willing to share their personal experiences and stories throughout the week.

To read more of our MediaCommers' stories, click [here](#).

We also hosted 2 sessions, in which the critical topics of male suicide and hypermasculinity were brought to light.

Our first session was a talk and workshop on mental well-being and suicide prevention.

PSA's Head of Communications at DS Automobiles Kristian Cholmondeley joined us to speak about his personal experience with suicide, in a session hosted by MediaCom's Global COO Josh Kricheski.

In this intimate presentation, Kristian discussed mental health issues and invited participants to a workshop to discuss the stigmas around suicide and brainstorm ideas for fundraising for CALM (Campaign Against Living Miserably).

To watch the full session, click [here](#).

Our final session focused on toxic masculinity and its role in morphing and modernising in the 21st century.

We were joined by the Book of Man's Co-Founder Mark Sandford, a support network for offering advice and inspiration to modern men.

Mark hosted a panel of men where they discussed their thoughts about the challenges and damaging nature of outdated stereotypes and the impact they are having on men's wellbeing.

To watch the full session, click [here](#).

Finally, to round up all International Men's Day celebrations, we pulled together some materials –useful, entertaining, enriching and earth-shattering – all of which have been chosen to paint cultural images and build a deeper understanding of the struggles of modern masculinity.

Click [here](#) to access our resources.

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