



MENOBOSSE GLOBAL

WORLD MENOPAUSE DAY, SUNDAY 18 OCTOBER 2026

Global *Power Surge*

A free 24 hour online event that opens at first light in Aotearoa New Zealand and follows the sun right round the world.

MEDIA PARTNERSHIP



THE STORY

Menopause coverage has a *geography problem*.

Coverage follows the advertising market rather than the population. A handful of countries get the documentaries, the campaigns and the parliamentary debates. Everywhere else, a woman works it out alone and late.

And one fact that tells it in a line: a day called *World Perimenopause Day* reaches Aotearoa sixteen hours before it reaches New York.

We went looking for a named consumer-press menopause journalist across Singapore, Japan, Korea, Malaysia, the Philippines, Indonesia, Thailand and the Middle East. We could not find one. That absence is the story.



WHAT ACTUALLY HAPPENS

One day. Every hour. Every time zone.

- Twenty four continuous hours, opening at first light in Aotearoa New Zealand.
- Every few hours it moves on, and the women speaking are from wherever it has reached.
- Confirmed across four regions, with contributions recorded by women in many more.
- Free everywhere, for anyone who wants to be in the room.



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WHAT WE CAN GIVE YOU

Everything we have,
before anyone *else*.

- The live feed, to carry in full or in part.
- Clips, cleared for use, with a partner-use clause in every contributor consent.
- Interviews with the founder and with regional hosts, in your time zone.
- First look at the recorded library, in multiple languages, before it goes public.
- Your masthead credited across the day and on the site.



WHAT WE NEED

One of three things.

- Carry it. Run the feed, or a block of it, on your platform on the day.
- Cover it. Take the story, the data and the access, and make it yours.
- Or name someone. Tell us who in your part of the world should be holding hours.

An exchange of story and access, between people who want the same thing to reach further.



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THE DATES

Sunday *18 October* 2026.

World Menopause Day. The International Menopause Society theme this year is chronic pain at midlife. We are aligned with the theme and are not affiliated with or endorsed by the Society.

Press materials, host biographies and the run of the day are available from 8 October.

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