

# BACK THE LEAGUE WITH A 95% SUCCESS RATE



In partnership with:



LOTTERY FUNDED

83,000 LBS LOST SO FAR

Endorsed by:



# 68%

OF MEN ARE OVERWEIGHT OR OBESE BUT ONLY 15% OF PARTICIPANTS OF COMMERCIAL WEIGHT LOSS PROGRAMMES ARE MALE.



24%

of the UK's male population are inactive.



44%

of men are constantly seeking to lose weight.



23%

of men guessed they were a whole BMI category below their actual position.



References: Sport England's 15/16 Active Lives survey, Mintel research 2014, and The Guardian research 2013.

## MAN v FAT FOOTBALL

A 14 WEEK, SIX-A-SIDE FOOTBALL LEAGUE EXCLUSIVELY DESIGNED TO SUPPORT OVERWEIGHT AND OBESE MEN TO IMPROVE THEIR PHYSICAL AND MENTAL HEALTH.



Launched in 2016 by male weight loss specialists, MAN v FAT, it appeals to men who love football but hate being fat.

Teams of men play a weekly game of football with a weigh-in before. The goals from the game are added to bonus goals teams can earn through their performance on the scales. The process

gamifies weight loss and makes this the only league where losers win.

The league is designed to support men with a multi-layered behaviour change process which engages men through the game and through online and offline support networks. These include the [www.manvfat.com](http://www.manvfat.com) website and the

[www.talk.manvfat.com](http://www.talk.manvfat.com) forum, which reach over a million men every year. Players are also supported with a specially-produced handbook, apps and a dedicated MAN v FAT Football Weight Loss Coach.

Watch the full introduction video and FAQ at [www.manvfatfootball.org](http://www.manvfatfootball.org)

## THREE REASONS WHY YOU SHOULD GET INVOLVED

# 1

WE'RE LOVED BY...

"The most successful weight loss scheme for blokes ever launched in the UK."

THE SUN  
**SUN**

"You can feel the buzz of the scheme and it's absolutely terrific, an incredible achievement."

MATT BAKER, THE ONE SHOW  
**BBC**

WE'VE BEEN FEATURED ON

Channel 5 Breakfast, Look East, Chris Evans, Talk Sport and Sport Bible.

AND...

WE'RE THE ONLY WEIGHT LOSS SCHEME BACKED BY THE FOOTBALL ASSOCIATION



"I am very pleased to be able to lend the support of the All-Party Parliamentary Group on Obesity to the MAN v FAT programme... It is brilliant that MAN v FAT provides a space for men to support one another in changing their lives."

MAGGIE THROUP MP, CHAIR OF THE ALL-PARTY PARLIAMENTARY GROUP ON OBESITY

# 2

MAN v FAT FOOTBALL IS PROVEN TO SUCCEED

95% of players lose weight on the leagues

Over 60% of men hit the 5% weight loss target in a league

Average weight loss per player is just under 2 stones or **28LBS**

We've also got startling results for improvements in social isolation, mental health and healthy food choices. Contact us for the full report.

# 3

IT'S LIFE CHANGING

"When life had hit rock bottom, my weight was stopping me from doing so much, MAN v FAT Football was the hand that pulled me up and guided me back to health and happiness."

ANDREW, 36 - LOST 73LBS



## MAN v FAT FOOTBALL

JOIN US AND HELP TO MAKE MEN EVERYWHERE HEALTHIER

With nearly 80 leagues either live or in the planning stage, we're keen to work with partners across the world to bring the success of MAN v FAT Football to men everywhere.

CALL NOW ON: 0845 163 0042 OR EMAIL: [FOOTBALL@MANVFAT.COM](mailto:FOOTBALL@MANVFAT.COM)

AND JOIN OUR GROWING LIST OF PARTNERS

