

MACRON IS THE OFFICIAL PARTNER OF MAN v FAT FOOTBALL

BOLOGNA, 15 June 2021 - Football is about passion, inclusiveness, ambition. Apart from fame, talent and trophies, what matters is love for the game and for sport. For ourselves and our own wellbeing.

Macron is a great believer in this notion of sport and in the spirit of sacrifice that every great sporting undertaking entails, which is why it decided to embrace the **MAN v FAT Football** initiative: a UK project aimed at tackling obesity through playing football. Macron will be the **official partner** of the initiative, supplying the kit for coaches and giving players the chance to purchase kit too from a vast assortment of garments, and more importantly from a dedicated teamwear line that allows every player to find their ideal fit.

MAN v FAT Football, which began in the UK a few years ago, led to the launch of a series of football tournaments dedicated exclusively to overweight men keen to lose weight. The programme is officially endorsed by the Football Association and it offers weekly games with qualified referees, but above all an approach that is tailored to individuals and allows players, with support from their teammates, coach and a nutritionist, to lose weight and improve their fitness and wellbeing while also contributing to their team's success. The programme includes gym sessions, exclusive recipes and webinars dedicated to obesity matters. Because losing weight amounts to scoring a goal and it also contributes to the team's success.

The **Macron Hero**, the Italian brand's logo, symbolises the company's belief in working hard without ever giving up in order to overcome obstacles and keep improving, reaching goals and personal achievements. Those who choose to take an active approach and follow their passion, excess weight aside, just like those who do so on MAN v FAT Football fields, embody the spirit of the Macron Hero and the end result shows in their physical and mental wellbeing. Peace of mind for themselves and their loved ones. And scoring a goal, in the end, really becomes the simplest thing ever.

*"Macron believes in sport as a medium for physical and mental wellbeing - said **Andrea Palilla**, Macron Country Manager - and initiatives like MANvFAT Football positively involve us. We are happy to make our teamwear line available to all athletes who have decided to 'play the game' twice -- the first because the passion for football never goes away, the second because health and physical well-being are the best goals to score".*

Richard Crick, Head of MAN v FAT, said: *"We are absolutely delighted to team up with Macron to provide top quality kit and accessories to our players during their time with MAN v FAT. As the saying goes, 'if you look good, you feel good' and we believe that the sportswear that Macron have provided for our players to purchase will put a spring in the step of our members. We know it's notoriously difficult for big men to get their hands on good quality sportswear in suitable sizes. We hope this partnership will not only provide great sports and leisurewear to our players but also to other men who typically struggle to find clothing that they can look and feel great in."*



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MACRON MISSION

We work hard to create cutting edge, high performance sportswear to support athletes from grassroots to professionals in their efforts to become their own hero on and off the field.

We strive to build a community that shares our passion for true sport.

We believe that high standards of good management, social responsibility and respect for the environment are the way to design the future.

