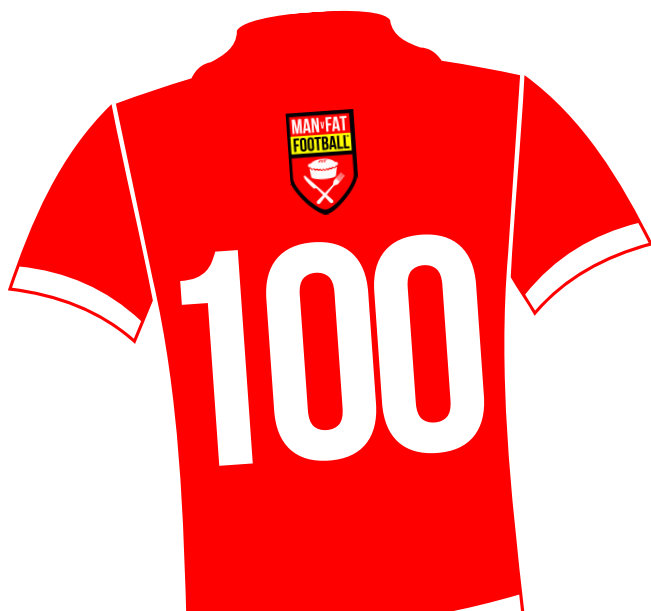


MANvFAT FOOTBALL®

100 CLUBS



SEPTEMBER 2021

MANVFATFOOTBALL.ORG





BACK IN 2016, WE RAN WHAT WAS A BIT OF AN EXPERIMENT...

We'd had this great idea for a football league that helped men lose weight, and we excitedly launched the pilot Club in Solihull. It was a resounding success and we all breathed a sigh of relief that the idea worked.

Soon, we were inundated with requests from men to bring MAN v FAT Football to their area. We quickly realised that there was a demand for MAN v FAT Football all over the UK, and over the past 5 years we've worked hard to bring over 100 Clubs to England, Wales and Scotland.

We've helped thousands of men lose weight and improve their health, and we couldn't be prouder of every man who has taken a giant leap out of their comfort zone and stepped on the MAN v FAT Football scales for the first time.

Along with so many other organisations, COVID-19 and the ensuing lockdowns hit us hard, but with the support of our members and partners we're thrilled to be able to continue with our mission to help every man in the UK improve his health.

September 2021 saw us launch our 100th MAN v FAT Football Club in Reading, so to celebrate we're taking a look back the rollercoaster of launching our first 100 Clubs - and looking forward to the next 100.

When we set up at that sports hall in Solihull on the very first night of MAN v FAT Football, who'd have thought that we'd be here in 2021 with over 6,000 players and almost 400,000lbs lost. Cheers!



RICHARD CRICK

Head of MAN v FAT
September 2021



OUR 100 CLUBS

CLUB #1: SOLIHULL

CLUB #100: READING

MOST NORTHERLY: ABERDEEN

MOST SOUTHERLY: PLYMOUTH

DISTANCE BETWEEN THE

MOST NORTHERLY AND MOST

SOUTHERLY CLUBS: 618

MILES

TOTAL WEIGHT LOST:

339,918LBS

...SO FAR

AMAZING LOSERS

The *best* part of what we do here at MAN v FAT Football is getting to hear everyone's stories. We've all got our own reasons for losing weight, and you'd be surprised at how many men do it for reasons beyond the cliché '*I want to look good naked*'.

Here are a selection of what we like to call Amazing Losers from across the country, featuring MAN v FAT Football players past and present.

NEIL HORN

MAN v FAT Football Club:

Havant

Weight lost: 13.10kg

"Before I started MAN v FAT Football, I was worried about my health. [Losing weight] has made me happier about myself, and given me more confidence. I'm just happier in general now too.

I've loved getting back into football – I played a lot in my younger days so it was great fun to get back in to it."



IAN COLES

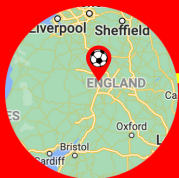
MAN v FAT Football

Club: Cardiff

Weight lost: 37.9kg

"Since losing weight, my life has changed immeasurably, my eating habits have completely changed along with my attitude towards food.

Being part of a Club where everyone is in the same boat gives you the structure and information to succeed. I wouldn't have succeeded without MAN v FAT Football, it's that simple."



MARK LAMB

MAN v FAT Football Club:
Oldbury
Weight lost: 60kg

"When I was halfway through my weight loss journey, I started to think that some extra energy would benefit me, so I joined my local MAN v FAT Football Club."

It gives men a chance to be open, and not feel judged. I used to worry about going to gyms, etc., as I was worried people were staring. But with MAN v FAT Football, you feel confident with every small step."

JOSH DEEGAN

MAN v FAT Football Club:
Manchester
Weight lost: 53.1kg



"When I joined, my confidence was absolutely rock bottom and the idea of meeting new people and playing football with them scared the hell out of me. But being among other lads at MAN v FAT Football was a huge game changer."

I'm more confident now, I'm happier, I'm healthier and my outlook on everything is a lot more positive. The dark cloud has been lifted."



JON JOYCE

MAN v FAT Football Club:
Bridgwater
Weight lost: 32kg

"I didn't realise how big I'd got, even though I'd been trying to lose weight on and off for 15 years. But now I can play with my kids without getting out of breath and I can honestly say I am proud of myself."



ROMAN, STOCKPORT -16KG



DEAN, NORWICH -34KG



PHIL, GLASGOW -28KG



CHARLIE, YEOVIL -37KG



INSPIRED?

Submit your story



CRAIG, HASTINGS -23KG



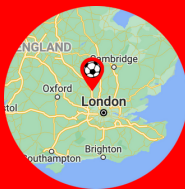
JOE, NEWCASTLE -59KG



DAVE, BOREHAMWOOD -37KG



LEWIS, LEYTON -28KG



KEITH RUSSELL

MAN v FAT Football Club:

Luton

Weight lost: 26kg

"I have tried other diets before. The big difference for me with MAN v FAT Football is that I don't want to let my teammates down!"

We have a great team and we support each other all through the week. We push each other, but we also pick each other up if we have had a bad day or have slipped into bad habits."

WES DOWNES

MAN v FAT Football Club:

Mansfield

Weight lost: 11kg



"I wondered where it might end up if I didn't do something about my weight. My joints were aching and I knew my health could be badly affected if I didn't stop the weight gain. Plus I couldn't zip my favourite jacket up.

I thought joining MAN v FAT Football might get me moving at least once a week. I'm quite competitive and like the concept of the weight loss counting towards the final league position."



Jan 2021



Aug 2021



ANDY DUFF

MAN v FAT Football Club:

Aldershot

Weight lost: 38kg

"Losing weight has made a huge difference. I used to be a much more miserable person inside.

Back when I was 22st, walking 5 minutes to the local shop would never have happened, but the other week I went for a 24km walk and really enjoyed it."



THE ROAD TO 100

MAN v FAT

MAN v FAT was founded as a website and magazine by journalist and writer Andrew Shanahan.

He'd struggled with his weight and was frustrated at the lack of weight loss support and resources aimed at men, and so MAN v FAT was born.



In 2017, the first MAN v FAT Football charity event took place, with a 24-hour match in aid of North Somerset YMCA.

New MAN v FAT Football Clubs launched in Glasgow, Stoke, Bristol, Bridgwater and Manchester, among others.

The first MAN v FAT Football tournament was held in St. George's Park.

We celebrated losing over 50 tons, and appeared on BBC Breakfast, ITV News, Radio 2 and the Daily Mail.



2014

2017



2016



MAN v FAT Football launches in Solihull.

Supported by Solihull Council, **the first ever MAN v FAT Football Club launched in January 2016.**

The first season lasted for 14 weeks, and 95% of players lost weight, with a combined weight loss of almost 800lbs in the first season.



The results were so impressive that MAN v FAT Football was officially endorsed by the FA.



2018 started with a bang with appearances on Sky Sports News and a big feature in footie mag FourFourTwo.

We hit 150,000lbs lost, launched the MAN v FAT Podcast, said g'day to Australia's MAN v FAT Soccer, won a UKActive award, talked to a dietician for our first webinar, and headed back to St. George's Park for another tournament, this time with The One Show in attendance. No biggie.

We partnered with GambleAware, appeared on BBC Radio 4 and Miriam Margolyes' documentary *Miriam's Big Fat Adventure*, started offering mental health support through Silvercloud and launched loads of new MAN v FAT Football locations.

And then COVID-19 hit. We had to suspend MAN v FAT Football and most of the MVF HQ team were furloughed. We launched MAN v FAT Challenge for remote support and teamed up with virtual gym The Other Room.

2018

2020



2019



2021



We appeared on FIFA's website, launched MAN v FAT Talks, hosted the first MAN v FAT Festival at the Etihad Stadium, and appeared on the front page of the Guardian.



MAN v FAT Football resumed, and in September we launched our 100th MAN v FAT Football Club in Reading.

We returned to the pages of FourFourTwo, filmed our first ever TV ad and teamed up with sportswear giant Macron for our official kit partnership. We also held a virtual awards ceremony to celebrate your weight loss success, returned to St. George's Park for another tournament and partnered with Public Health England as part of the NHS' Better Health campaign to bring MAN v FAT Football to even more men across the UK. And that's just in the first 9 months of the year!



"THE WEEKLY CHALLENGES HAVE KEPT ME FOCUSED AND THE SUPPORT OF MY TEAM HAS BEEN INVALUABLE"

MAN v FAT Challenge member
Simon, down 17kg

Online tools, support and accountability. MAN v FAT Challenge is weight loss on your terms.

Use the promo code
CHALLENGE100 to register for just 50p.

www.manvfatchallenge.com

MANvFAT CHALLENGE



THE
MANvFAT
SHOP



macronstoreneath.co.uk/shop/man-v-fat/



#MORETHANFOOTBALL

WHAT MAN
FAT FOOTBALL
MEANS TO ME.

IN SEPTEMBER 2021, WE ASKED YOU TO SHARE WHAT MAN v FAT FOOTBALL MEANS TO YOU.

We let you be anonymous if you wanted to, thinking it'd encourage you to share the more embarrassing sides of being fat (aeroplane seatbelt not reaching, anyone?). And we knew, obviously, that MAN v FAT Football helps you lose weight as the stats are pretty undeniable.

But what we weren't expecting were frank responses about how MAN v FAT Football has changed your life for the better, improving your mental health and strengthening relationships. It's truly more than football. Here are just a few excerpts. Who's cutting onions in here?!



"I LOST 10 STONE AND MADE SOME GREAT NEW FRIENDS IN THE OLDBURY CLUB"

"I was in denial about how fat I was before but my wake up call was when my wife actually sat me down and said she was worried about me. I have sleep apnea, I couldn't get up the stairs without having to stop and catch my breath. I pretended like I was this fun fat bloke but the truth I didn't admit to anyone was that I was frustrated with myself and angry at how I'd let myself go.

It honestly feels like I've found myself since joining MAN v FAT Football. I'd never say that in real life, it sounds insane! But it's true.

I haven't reached my goal weight yet because I have a lot of weight to lose but I feel a lot better in myself.

I still get frustrated with myself but at least I know I'm working on it. And my wife says my snoring is better!"

- Joseph

"Joining MAN v FAT Football forced me to get out and do something. As a typical bloke I rarely did anything social with others, now once a week I have a guaranteed laugh and work on my fitness too with like minded people."

- Paul, MAN v FAT Football Blackpool.

"I have struggled with my self-confidence all of my life. Growing up as a fat lad, I was bullied all through school and I tried to hide myself away as an adult. I love football and it was another way I beat myself up, that I was too fat to play. So MAN v FAT Football was perfect for me. Not gonna lie, it took me about 6 months to sign up!

But as soon as I did I got such a nice welcome and I wish I'd done it years ago. I've lost weight yes but I've also made some fantastic friends and I'm finally living my life."

- anonymous MAN v FAT Football member.



"MAN v FAT FOOTBALL IS THE BEST THING I'VE EVER DONE, BAR NONE."

I reckon I must be the most successful participant ever to take part in MAN v FAT Football and not win a league title or "Golden Moob".

The Gerrard of MAN v FAT? One club man. Never won a league title. That doesn't haunt me as much as it does him, though the football was always secondary for me.

I loved the fact I got to play every week and it was 100% the thing which made me sign up, but once I got going, it was about turning up each week making sure I weighed less than the week before.

I lost 60kg across my time in the Manchester Club, 50 of which I did in a year exactly. The one year anniversary of the day I signed up was the day I hit my ultimate target

"I joined the Lincoln Club when I was at my absolute lowest. I was suffering with the worst bout of depression and anxiety I had ever faced.

I was comfort eating, the biggest I'd ever been, and I wanted nothing more than to stop breathing.



I hit my ultimate target, a target I initially gave myself 5 years to hit!

Maintaining it has been hard as hell, but I'm trying my best to just take things day by day and week by week - exactly what I did when I was going for it trying to lose it all.

Using football as a tool for weight loss is a brilliant idea. I dread to think where I'd be now without seeing the advert for MAN v FAT Football one Sunday night in February 2017. Best thing I've ever done, bar none."

- Josh, Manchester

I was told by a medical professional to exercise more and while I loved football, I hadn't played in 20 years. I had nothing to lose by signing up and it was the best decision I ever made.

New friends, rivalries, targets, and a sense of belonging. I may not have lost much weight, but I most definitely lost the darkness weighing me down."

MAN v FAT FOOTBALL

- anonymous MAN v FAT Football Lincoln member.

"I was very, very fat and ready to commit suicide. Then I came across the MAN v FAT Football link on Facebook. I now belong to a group of great, supportive lads!

When I am feeling really low they pick me up, and it really feels like we are a team, not individuals. We play as a team and we support each other as a team. I didn't know anyone when I joined and I was placed in my team with strangers. I love playing football but I am not a good player and no one ever criticises me, they always look at the positives!

I have now lost 2 stone since I started by playing football and filling in the food diaries and it has given me more confidence in myself and a belief that I can lose more. Honestly, I am different person to the guy that started.

Thank you teammates and thank you MAN v FAT."

- anonymous MAN v FAT Football member. →



"I started MAN v FAT Football 7 seasons ago, when the Blackpool Club first started up.

For the first 4 seasons the team I was in came second, so we were always the bridesmaid. In the 4th season we managed to win the cup (which seeing as I was captain it sits proudly on my trophy shelf, waiting to be joined by others!)

5th and 6th season second again, then finally last season my team won the league. So in my time at MAN v FAT Football, I have won the league, won the cup, been top scorer and loved every minute of it, so much so I became a player facilitator.

Even when it's time to hang my boots up I would like to still help out. For me MAN v FAT Football is the one constant I have in my week. I'm a creature of habit and I used to work Sunday to Thursday

6 till 2 every shift and my days had routine. But I left that job and moved to a new one where my hours change every week, but I made sure I'm off on Mondays so I know I have time for football.

It keeps me focused all week and I enjoy meeting up with all the lads, not just from my team but the whole Club. We're starting to build a great community spirit, we help each other out. That's the best thing about MAN v FAT, you can have a laugh but also make some lifelong friends there too.

I was very unfit before I joined, I did very little exercise and got out of breath walking up the stairs. I was close to 20st and knew I had to do something about it.

I've never really stuck to gyms either. But since joining I've completed 50 parkruns, several 10km charity runs and I'm currently doing a 22 mile charity

swim. All thanks to improving my fitness through MAN v FAT.

Then there are the mental health benefits too. Not just with myself, but I've seen lads join with really bad anxiety and other mental health problems and then over the course of a season their mental health has improved loads."

- anonymous MAN v FAT Football Blackpool member.



"Since joining MVFF in Peterborough, I'm at my lowest weight in the last 15 years having lost over 15kg since starting, even with a lockdown break!

I'm even having to replace most of my old wardrobe as it looks huge on me now. I've tried diets and other regimes before but nothing has ever worked as well as this is. It helps massively to be playing with a great bunch of lads and having a coach that gives great encouragement."

- Chris, MAN v FAT Football Peterborough.

"My stand out moment was returning from lockdown with a brand new team and winning the combined and weight loss league as well as getting the high five award. I've lost 25kg because of MAN v FAT Football.

- Craig, MAN v FAT Football Hastings



"I'm no longer a flabby bastard, cheers MAN v FAT!"

- David →

"Honestly MAN v FAT Football has saved my life and it sounds dramatic but it's true! I was depressed and fat and I hated myself. I'm sure I can't have been very nice to be around. I've lost weight now and am healthier than I've ever been but it's about more than that. I'm not as desperately unhappy anymore and I've made some fantastic mates."

- anonymous MAN v FAT Football Cardiff member.

"Men don't talk about embarrassing things like being fat and I thought that was just how it was before I joined MAN v FAT! That there's so many men who want the same thing as you was a real eye opener."

When I first joined I was scared to share much to be honest, especially when I was struggling with eating or with getting the motivation together to work out.

But if someone I knew told me they were too scared to share the downs as well as the ups I'd tell them to stop being stupid!

Men have got to lean on each other more. It's the only thing I've found that actually helps my health and has helped me keep the weight off. Magic."

- Nigel

"I've got something to look forward to every week! The difference in not just me but my teammates is unreal. You always hear what a difference losing weight makes and it's not until you do it you realise that it drastically improves your quality of life." - **Ali**



"My MAN v FAT Football journey started at the doctor. He weighed me and I was shocked at how much weight I had piled on. We got talking and I told him that before I got married I played a lot of football. I said that I wished I could go back to when I was 16, calling for my mates with a football and just playing til it got dark. Well Facebook must have been listening! When I got home, a MAN v FAT video popped up on my timeline. After watching it and Googling MAN v FAT, I thought ok it's not my mates from 30 years ago, but it's close enough."

I joined up and quickly got to know my fellow MAN v FAT mates. I arranged a meet up at our local sports centre for a game and waited there like I was 16 again waiting for my mates. And what a night - I have never laughed so much playing football - or fell over so much.

My team's won the triple, league titles and cup titles. I personally have hit my 5%'s and this season I'll hopefully get my 10%. I'm now a player facilitator, and well into my 50s but I can't stop grabbing a ball and getting on the pitch.

MAN v FAT isn't just about weight loss or football, it's more than that. It's getting men together, helping with problems and mental health and giving us something to look forward to and plan for. For many men this is a lifesaver, we are all in it together and an arm around the shoulder and a quiet word really helps."

- Dave, MAN v FAT Football Hull.





"Winning the Aldershot combined league with AJGG Greens and hitting my 10% weight loss" - **MAN v FAT Football Aldershot member.**

"I joined the Coventry Club 5 weeks ago and my outlook on life has already changed immeasurably.

I knew I needed to shed some weight, but was hugely apprehensive about joining a gym or anything of that ilk. But MAN v FAT Football seemed to fit me perfectly.

From the moment I arrived at my first weekly weigh-in, I've been made to feel like a valued part of something altogether bigger, and the bond with my team mates has been nothing short of amazing in that time as well.

As someone who carries the weight of depression, autism and an anxiety disorder, becoming part of MVFF has been a game changer in so many ways.

Not only am I already losing weight, but I'm absolutely loving getting more active with it too, something I never thought would be the case.

MVF is an amazing thing to be a part of.

Best decision I've made in years was to sign up, best decision by a country mile."

- **MAN v FAT Football Coventry member.**



"Since starting MAN v FAT Football my whole life has transformed and people in my life have noticed the change too.

I've never told anyone this before but I felt suicidal during lockdown and it was a scary time.

I'm not saying MVFF was the only thing that helped but it has

certainly been an absolutely huge part of improving my wellbeing.

My doctor is really pleased with my progress both mentally and the difference in my physical health.

I've never been a part of something so positive! Some people think it's just kicking a ball about but it's so much more than that."

- **anonymous, MAN v FAT Football member.**

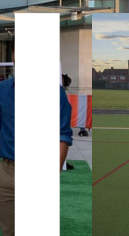
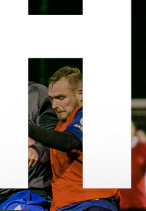
"I joined MAN v FAT Football because I was morbidly obese. I was so embarrassed and I'm sure my kids were too. I hated it, I felt out of control.

I never did anything active but now I'm out on that pitch every Thursday night and my kids say they're proud of me. I'm proud of me too! Every member of MAN v FAT Football should be proud."

- **James**



MANvFAT FOOTBALL®



S FAL **M**ERBRISTOL HARLOW EDINBURGH
ELD STROOD **H**ULLS ALFORD NORWICH
ARDIFF **F**LIVERPOOL YEovil NOTTINGHAM
STER **B**ATH GLASGOW SLOUGH LEEDS

