



**FAT LAD AT THE BACK**

## Southborough Pan Mass cyclists attract interest from British company

Fat Lad at the Back (FLAB) - a British cycling brand are sponsoring a team taking part in the Pan Mass Challenge. Team FLAB, a group of ten dedicated cyclists taking on the 192 mile challenge have named themselves after the quirky British brand who specialise in making cycle wear for people of all shapes and sizes.



The brand name derives from its founder Richard Bye who weighed in at 260lbs; and as a keen cyclist couldn't find any performance clothing. His nickname in his cycling group was the 'Fat Lad at the Back' which is a colloquial term of endearment meaning he was the fat guy at the back who couldn't keep up with the rest of the group.

So when he decided to launch a brand of clothing that goes up a size 58" chest he knew he had to name it after his much loved moniker. Before FLAB British cyclists couldn't purchase any cycle

wear in a size bigger than XL – as though only skinny people cycle – and there was obviously a huge gap in the market as FLAB is enjoying 20% year-on-year growth and now exports to 42 countries including good old Uncle Sam.

Heather McDonald, 26 <http://pmc.org/egifts/HM0054> and her dad, John McDonald <http://pmc.org/egifts/JM0261> are two of the tenacious ten who make up Team FLAB and will join more than 6,200 other cyclists to raise money for the Dana Farber Cancer Institute and this year's event looks set to bring the total amount of money raised in the organisation's 39 years to a whopping \$650 million dollars. The PMC is America's most successful athletic fundraising event, raising and contributing more money to charity than any other.



**Fat Lad at the Back co-founder Lynn Bye said:** *"The USA represents one of our fastest growing markets globally, we've been really well received by our friends*

*across the pond. Cancer has affected many of my friends and relatives so I jumped at the chance to support such a worthwhile cause.”*

**Membes of Team FLAB are:**

John McDonald, a 15 year rider from Southborough, MA

Heather McDonald, a 5 year rider from Boston, MA. Yup, she’s faster than her dad!

Dave Nace, an 18 year rider from Winchester, MA

Isabelle Nace, a 1<sup>st</sup> year rider from Winchester, MA and the skinny lass at the back of the tandem with Dad

Rick Bowe, an 25 year rider from Mirror Lake, NH

Doug Ching, a 26 year rider from Billerica, MA

Jason Levine, a 3 rider from Montclair, NJ

Andy Brand an 19 year rider from Boston, MA

Joan DeCollibus, an 16 year rider from New York, NY

Mary Elizabeth Lavene, an 9 year rider from Acton, MA

If you would like to donate to their fundraising efforts please visit <http://pmc.org/egifts/JM0261>. Team FLAB thanks you in advance!

**ENDS**

For more information, high res images or interview opportunities please contact [emma@fatladattheback.com](mailto:emma@fatladattheback.com) or our office 01943 674050

**Notes to editors:**

**About Fat Lad At The Back**

Richard Bye was known in his cycling group as the ‘Fat Lad at the Back’ and so in 2013 he and his wife Lynn decided to use this term of endearment to launch a cycling apparel brand with a difference. Up until then, cycle clothing brands seemed to be labouring under the misapprehension that cyclists were all skinny. If you’ve ever seen a clique of MAMILS (middle aged men in Lycra) on a Sunday cycle you’ll know that is not the case.

Not only did larger cyclists find it hard to find clothing in their size, when they did it didn’t fit properly and certainly wasn’t flattering. Designed in Yorkshire and manufactured in Europe under ethical conditions the quality performance-led cycling wear for lads and lasses ranges from 36” to 58” chest and 34” to 50” bust.

It seems that larger cyclists were crying out for something like Fat Lad at the Back because a whole movement has grown out the brand; there is now a FLAB community of over 3000 riders meeting up for weekly rides and helping each other overcome issues such as body confidence, mental illness and other health issues like diabetes. The community provides advice, support and encouragement to anyone who wants to cycle.