

Virgin Active says leave the cleavage to the girls



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Press Release Author: [Virgin Active](#)

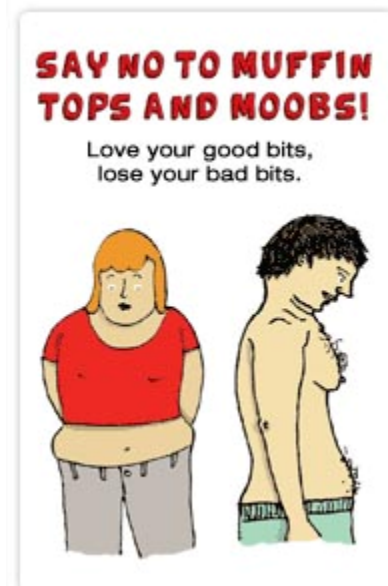
Industry: [Healthcare](#)

Press Release Summary: Virgin Active has taken to the streets of Britain to highlight the risks of male obesity

Press Release Body: **Virgin Active** is conducting '**moob**' shopper demonstrations around the country to raise awareness of obesity and to encourage the British public to get in shape.

Highlighting the parts of the body that many feel embarrassed about, such as bingo wings, wobbly bellies and muffin tops and with the slogan "**Love your good bits, lose your bad bits**", the campaign aims to incentivise people to start exercising and get body fit.

For a week in September a dedicated team of 'moob men' will parade around London and through the city centres of Birmingham and Manchester. The moob men will be walking around in their bras to draw attention to the rise in cases of man boobs within the UK male population and to increase awareness of the latest Virgin Active campaign which encourages people to remedy their unwanted shapes through exercise. Fitness professionals will be on hand to answer any exercise related questions at each location.



Celebrities who have been ridiculed for their [man boobs](#) include Simon Cowell, Tony Blair, Robbie Williams, Davy Jones and Chris Moyles.

Chris Beedie from Virgin Active commented: *"Rather than take the drastic measure of surgery to correct or improve their unwanted man breasts, we want to encourage men to use exercise to get in shape. Moobs are a serious issue and we want to highlight the importance that [fitness](#) plays in keeping you healthy and improving your body image. We want to use our volunteers to show the people of Britain that not everyone is afraid to accept their moobs and instead are admitting they want to do something about them. We hope to encourage other men to come and get rid of their unwanted man boobs the old fashioned way".*

Virgin Active will be scheduling special workouts based around their "**Love Your Good Bits, Lose Your Bad Bits**" campaign from October.

About Virgin Active Health Clubs:
Virgin Active Health is a well respected global brand which currently has more than 900,000 members across 170 [health clubs](#), with more clubs planned for opening throughout Europe during the next few years.

Virgin Active are passionate about exercise and wellness and strive to offer world-class facilities that include state of the art cardiovascular equipment, toning circuits, free weights, swimming pools, indoor cycling studios, aerobic studios, and junior care facilities, to help members achieve their exercise goals in a fun and motivated environment.

Web Site: <http://www.virginactive.co.uk/>

Contact Details: PR contact:
Gemma Woodfield
PR Department
Virgin Active Limited
21 North Fourth Street
Central Milton Keynes
MK9 1HL
+44 (0) 1908 546 600