

## SIZE INCLUSION CONSULTING & TRAINING WITH MARLEY

### WHY YOU NEED THIS

Nearly 74% of the US population is considered 'overweight' by the CDC. As inclusion and interest in fitness grows across every segment, it is crucial that the outdoor, fashion, and all industries consider how to work with people in larger bodies. This offering, brought to you by an athlete who has lived her entire life in a large body seeks to help brands reach consumers who are begging for larger sizes and more diversity in product offerings in a way that makes sense, both from a business and marketing standpoint.



### TRAINING

Marley offers both a hands-on discussion style training course and customized consulting sessions. The training is an opportunity for your staff to learn both tangible skills in working with people in larger bodies, and to critically examine their internal relationship with their body through examination of case studies, honest and straightforward explanations of the challenges facing larger bodied consumers. .

The standard training is 1.5 hours long, but can be expanded to include additional workshops, conversations, and activities.

### CONSULTING

Many brands want to expand their size offerings and have it on their business plan, but don't know where to start. From pattern grading to marketing to sales, expanding into plus sizes is unfortunately not as simple as just making standard sizes bigger.

Marley works with brands of all sizes on an individualized basis to develop a plan - no matter where on your journey you are at. With 12 years experience in the corporate world, Marley brings her unique perspective of both being a fat athlete, consumer, and business consultant to this work.

### TOPICS OF CONSIDERATION

01

Practical concerns for larger riders, including gear, weight limits & component wear & tear

03

Creating and fostering size inclusive communities

02

Marketing best practices

04

How to be an Ally to your friends/family/coworkers who live in larger bodies

### ABOUT MARLEY

Marley Blonsky is on a mission - a mission to change the idea that people in larger bodies can't ride bikes. Marley aims to make cycling more inclusive, beyond just inviting people of all sizes to ride bikes, but by changing the entire idea of what it means to be a cyclist – not just on screens, but on trails and in people's minds. Get in touch today - [marley@allbodiesonbikes.com](mailto:marley@allbodiesonbikes.com)