



PRESS BACKGROUNDER
The XXL Group
Founder: Phill Powel
Co-Founder: Richelle Martin

One day, a little over two years ago, Phill Powell experienced the great pride that comes from completing a “Century Ride” on his Peloton at-home bike. In his first 100 rides, he had lost over 30 pounds. With every completed 100th ride, the Peloton organization sends members a free, much-coveted “Century Ride” T-shirt. When Phill’s shirt arrived, he was disappointed to find out it didn’t fit, despite the fact he had ordered the largest size, an XXL. You see, Phill was an atypically-sized athlete. He played Division 2 College Baseball at Shepherd University, and at the time, competed at a weight of 300 pounds. That was the moment Phill decided to form a Facebook group – The XXL Group (XXL) – for Peloton-enthusiasts of all sizes and fitness levels who would support each other through fitness achievements and, yes, through the disappointments & challenges that come with being an athlete or fitness enthusiast of an “atypical” size. Phill was quickly joined by Richelle Martin, an enthusiastic member of the group. Richelle’s partnership allowed Phill to maintain his preferred role of administrator and organizer, with Richelle doing most of the “audience-facing” posts. Since the group’s inception, these two leaders have grown XXL to over 6,600 members, with a team of administrators dedicated to maintaining the group’s positive, supportive, inclusive ethos.

The XXL Group’s commitment has yielded results beyond its page borders. Because of an active campaign led by Richelle Martin of the leadership team, in spring of 2019, the Peloton organization decided to not only expanding the size-offerings of Peloton apparel, but ensure they worked with lines with true representative sizing. This has been repeated in subsequent clothing launches and the company has committed to adding more size-inclusive apparel with every roll-out. Each launch of sizes above traditional XLs have sold out completely within days, largely with promotion and buyers from The XXL Group.

Further, Peloton recently hosted four members of The XXL Group team in NY to participate in discussions about expanding accessibility to exercise programs. The leadership discussed adding more beginner-level classes across the Peloton suite of fitness offerings (beyond cycling, Peloton offers running, walking, yoga, strength, stretching and bootcamp classes via its app). This resulted in the recent launch of beginner-level yoga classes led by one of the organization’s most popular instructors, Denis Morton. And the Peloton team have promised more based on the input of The XXL Group.

The XXL Group has not only had an impact on Peloton, but group members have also been the beneficiaries of various “rallying cries” and donations to support members in need. Members have donated Peloton treads to

members who have had a huge impact and commitment to the group. Many XXL members attended physically and “virtually” a team-member’s wedding (complete with a pre-wedding bridal shower virtual ride)/ And, most recently, The XXL Group supported an athlete who had faced bullying because of her size: golfer Haley Moore.

On November 2, 2019 Moore earned her LPGA Tour card for the 2020 season at Q-Series in Pinehurst, North Carolina, finishing in 11th place.at the young age of 20. The XXL Group raised over \$6,000 from member donations to Moore’s GoFundMe campaign and is now a proud “sponsor” of Haley’s golfing career. Borrowing a saying from another favorite Pelton instructor, Christine D’ercole, who encourages members to have their “hands on your back” during rides and in other times of needed support, The XXL Group adopted the hashtag #HandsOnYourBag to support Haley during her qualifying tournament. Various golf-enthusiasts followed the tournament, giving play-by-plays to members who, in turn, flooded Haley with messages of support.

The XXL Group continues to grow and has an expansive range of members of all sizes, even petite fitness powerhouses, who have joined the group because of its dedication to positive messaging and support.

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