

# CYCLING DOCUMENTARY FILM "MAMIL - MIDDLE AGED MEN IN LYCRA" TO SCREEN THROUGHOUT U.S. ONE NIGHT ONLY FEBRUARY 21

*Men Face Mid-Life Crisis by Squeezing Their Dad-bods into Tight Lycra and Hitting the Road on Their Pricey Toys in New Documentary Feature Film About Cycling*

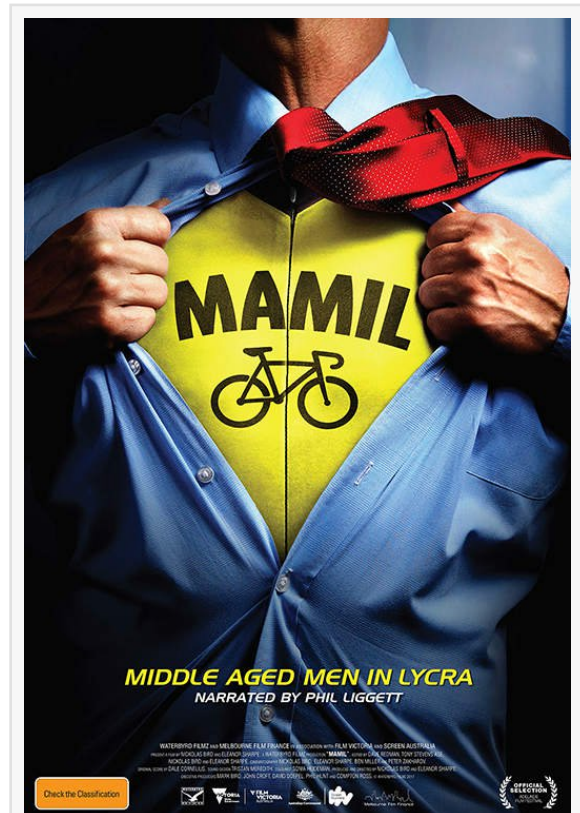
NEW YORK, NEW YORK, USA, January 30, 2018  
/EINPresswire.com/ -- MIDDLE AGED MEN IN LYCRA  
New Film about MAMILs to Screen at 300+ Theaters  
Throughout U.S.  
One Night Only February 21

During the week, they are responsible adults with jobs, families and mortgages. Come the weekend, they transform into Lycra-clad super heroes; road warriors on expensive carbon-framed bikes traveling in packs and competing with each other for dominance in the group. They are MAMILs: middle-aged, mostly men and – despite their lumps and bumps – not afraid to wear Lycra! And now these MAMILs and the cycling phenomena that has exploded globally in the past 10 years has been caught on film with a cast of American, Australian and British characters you have to see to believe.

MAMIL is a feature-length documentary that dares to enter into the arcane world of middle-aged men in Lycra to uncover the reasons they take to the road. MAMIL will screen on 300+ theaters across the U.S. for one night only – Wednesday, February 21 -- thanks to cinema on demand platform, Demand.Film.

Tickets for the one-night-only screening must be reserved in advance at [us.demand.film](http://us.demand.film), where a complete list of theaters can also be found. The film will screen at 6:30 pm (local time) throughout the U.S. on February 21.

"I first encountered the natural habitat of the MAMIL when I took up cycling to improve my own health," says Nick Bird, the film's director. "I immediately knew the subject matter would be perfect for a feature length documentary and give us the chance to explore topics like masculinity, men's health issues, how men support each other, and how minority groups and women fit into this world. Twenty years ago these guys would've been splashing out on a mid-life crisis Porsche, now their focus is



Film poster for MAMIL (Middle Aged Men in Lycra)

regaining their health and only the most expensive carbon fiber machine and snug fitting Lycra will do the trick.”

Why is it so important to own the best bike and all the right gear? What compels them to choose long hours on the road over time with the family. MAMIL explores these questions and more.

About the MAMILS:

In the USA -- Carlos Morales founded the Eastside Bike Club in Los Angeles to help his Hispanic community battle the obesity epidemic; Vern is a paraplegic cyclist from Des Moines who, together with his wife, remains a fierce road warrior; Tim is a cyclist from Minneapolis who formed that city's chapter of International Christian Cycling; and Bob Nelson regularly takes to the streets of the Big Apple and beyond as part of the Fast 'n Fabulous Cycling Club in New York City.

In Australia -- we meet lawyer Doug Shirrefs and join him on the ultimate MAMIL sporting vacation; race with Jayman and the Warragul Cycling Club in country Victoria; follow Jim Turner, the president of the Adelaide Fat Boys recreational cycling group, as he recovers from a dangerous fall; and ride with best mates Craig and Franko from Perth who are on a mission to raise money for cancer and have some fun while they are doing it.

In the UK, we meet Rupert who spends his spare time creating videos about the latest cycling gadgets for his YouTube channel; Andy, a 42-year-old father of two, who is making a comeback to professional racing 17 years after giving up a promising career; and Richard, a journalist who took up cycling as a way to deal with his MS diagnosis.

“The world of elite professional cycling has been explored in innumerable documentaries. With MAMIL, we get to meet men (and women) who aren't elite, they just love cycling,” said David Doepel of Demand.Film. “The U.S. has hundreds of cycling clubs and we know the film really speaks to the members of those clubs, not to mention their 'cycling widow' wives. We certainly hope they'll all want to have a screening of their own!”

MAMIL will be released in cinemas nationally on February 21, 2018. For a full list of theaters and to book tickets go to Reserve MAMIL tickets. And because this is 'cinema on demand,' if you (or your fellow MAMILs) can't find a cinema screening near you, you or your cycling club can host your own screening and sell tickets via your social media channels to your friends and colleagues. Demand



MAMILS (Middle Aged Men in Lycra) in their natural habitat



Iowan Paraplegic MAMIL Vern Willey and wife Vicky



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*David Doepel of Demand Film*

Film takes care of all the rest. They reserve the theater, manage ticket sales and ensure the delivery of the film. Once the ticket threshold is reached, everyone just sits back and enjoys the show.

Trailer: [MAMIL trailer](#)

Media interviews and screener requests:

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## FILM FAQS

- MAMIL is an acronym. It stands for Middle Aged Men in Lycra. The term was invented in 2009 by Michael Oliver, a marketing researcher from Mintel in the UK who had been talking to cycling manufacturers and retailers, all of whom commented on the strong growth of the middle aged, male demographic. In 2014, the MAMIL was included in the Oxford English Dictionary.
- The documentary MAMIL features cyclists from all over the world in such cities as Melbourne, Adelaide, Perth, London, Surrey, Nottingham, Bath, Los Angeles, Las Vegas, Des Moines, Minneapolis and New York City. The documentary was filmed in Australia, New Zealand, France, Spain, the UK and the USA.
- Featured cycle clubs: The Warragul Cycling Club (Victoria, Australia), The Adelaide Fat Boys (Australia), Team MAMILS (Perth), MAMILS Yeah (Perth), The Bath Cycling Club (Bath, UK), MAMIL Sports (Nottingham, UK), Fiasco Cycling Club (Surrey, UK), Eastside Bike Club (Los Angeles), Altoona Road Riders (Des Moines, USA), Twin Cities Spoke Christian Cycling Club (Minneapolis, USA), Fast ‘n Fabulous Cycling Club (New York City, USA) and the Las Vegas Cycling Club (USA).
- According to Michael Oliver, a MAMIL is aged between 35 – 54. However, many cyclists included in the documentary are older. Ultimately, the filmmakers decided that if a man wore Lycra and considered himself “middle-aged,” he qualified as a MAMIL for the purposes of the story.

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