



Press Release

11th May 2023

British tennis and padel to be fuelled by CLIF Bar®

The LTA has today announced plant-based food company Clif Bar Europe as Official Nutrition Partner across the Rothesay Summer Series tournaments, British Padel Tour and British Padel Masters.

CLIF® energy bars are crafted with delicious, plant-based ingredients based on the latest nutrition science, for athletic performance or daily activities. A variety of CLIF® products will be available across the LTA's Rothesay Summer Series and British Padel events, for spectators and players to sample and enjoy.

CLIF® products are purposefully crafted with great-tasting, wholesome and sustainably sourced ingredients. Clif has made climate action a key pillar of their sustainability program for over 20 years and in 2020, set a science-based target to cut their greenhouse gas emissions in half by 2030.

Gary Stewart, LTA Head of Commercial said "In Clif Bar we have an Official Nutrition Partner that not only has a commitment and history of high-quality nutrition and performance but also maintains focus on a wider purpose regarding people and the environment. We look forward to working with them across our Rothesay Summer Events and British Padel competitions."

James Hemmings, Clif Bar Europe's General Manager said: "We are delighted to have found a new partner in the LTA, which will enable us to take our CLIF BAR® heritage of supporting athletes into the world of tennis in the UK. We are already active in tennis in the USA and recognise many common goals and values which we can build on with this exciting partnership."

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For LTA media enquiries please contact:

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ABOUT THE LTA:

The LTA is the National Governing Body of tennis for Great Britain. We are here to govern and grow tennis, from grassroots participation through to the professional game. Our vision is "Tennis Opened Up" and we're on a mission to grow tennis by making it relevant, accessible, welcoming and enjoyable. We work with schools, with volunteers, with coaches and with venues across the whole country. We also represent the interests of over 1,000,000 Members, men and women, girls and

boys, playing on more than 23,000 courts. The LTA runs and supports a network of 11,500 approved tournaments for players of all ages, the four corner-stones of which are the premier grass-court events leading up to The Championships, Wimbledon: the Rothesay Open Nottingham, the Rothesay Classic Birmingham, the cinch Championships (at The Queen's Club, London) and the Rothesay International Eastbourne. For further information about the LTA and tennis in Britain, visit www.lta.org.uk or follow us on Twitter @the_LTA.