



## **PRESS RELEASE: NEW NATURE VALLEY BIG TENNIS WEEKENDS** ***Nature Valley announced as title sponsor for LTA event***

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The LTA and Nature Valley have announced the snack brand is to become the title sponsor of the newly named 'Nature Valley Big Tennis Weekends' as an extension to their longstanding partnership.

Launched in 2013 as a platform to attract new participants into the sport and specifically to build on Andy Murray's historic Wimbledon victory, the programme was formerly known as the Great British Tennis Weekends. The events offer free open days held at tennis venues across the country, and have proven to be a big success in opening up the sport to new audiences and converting them into regular players. Over 1,000 venues took part last year, with more than 43,000 people trying tennis as result, almost half of whom went on to join their local tennis club.

The announcement sees Nature Valley continue to build on its existing partnership with tennis, following its entry into the sport in 2016 as the 'Official Snack Bar of British Tennis', and previous '*The Court is Yours*' campaigns. Nature Valley also remains title sponsors of three of the most iconic summer grass court events – Nottingham, Birmingham and Eastbourne.

Kat Jones, Marketing Manager at Nature Valley, comments: *"We are excited to continue our journey with the LTA and our increased support of the Nature Valley Big Tennis Weekends will help make tennis more accessible to people across the country. Our brand ethos is all about encouraging people to get outdoors in nature and we look forward to fueling large scale tennis participation over the next two years."*

Scott Lloyd, Chief Executive of the LTA added: *"We're thrilled Nature Valley will be the title sponsors for our Big Tennis Weekends. The LTA's vision is to open up tennis in Britain to anyone with an interest, from players of all abilities and backgrounds to its millions of fans. We are really proud of the fact that over 300,000 people have taken part in our Big Tennis Weekends to date and with the support of Nature Valley we hope to inspire even more people to pick up a racket this year."*

Running from early May, Nature Valley Big Tennis Weekends (NVBTW) will continue to galvanise local communities to help grow awareness and participation in tennis. Free promotional materials will be provided to clubs and tennis venues to help promote their Weekends and Nature Valley's investment in a country-wide marketing campaign in partnership with the LTA will help make 2019 the most successful year so far.

Clubs can find out more information about running a Nature Valley Big Tennis Weekends event here: [www.lta.org.uk/bigtennisweekends](http://www.lta.org.uk/bigtennisweekends)

To find out more about Nature Valley and its partnership with LTA, please visit <https://www.lta.org.uk/about-us/sponsors/>

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**ABOUT THE LTA:**

The Lawn Tennis Association (LTA) is the National Governing Body for tennis in Great Britain, responsible for developing and promoting the sport. The LTA's vision is "Tennis Opened Up" and the mission for all those working to deliver the vision is to make tennis relevant, accessible, welcoming and enjoyable. It does this by working with a broad range of partners and over 25,000 volunteers, to grow the game in communities, clubs and schools. The LTA represents the interests of over 590,000 British Tennis Members, men and women, girls and boys across the country, 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 corner-stones of which are the premier grass court events leading up to Wimbledon: the Nature Valley Open (at Nottingham), the Nature Valley Classic (at Birmingham), the Fever-Tree Championships (at Queen's Club-London) and the Nature Valley International (at Eastbourne). The LTA works with many delivery partners to grow the sport across the country. For further information about the LTA and British Tennis, visit [www.lta.org.uk](http://www.lta.org.uk) or follow us on Twitter @BritishTennis.

**ABOUT GENERAL MILLS:**

Founded in 1866, General Mills is a leading global food company that serves the world by making food people love. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2018 worldwide sales of US \$16.8 billion including the company's US \$1.1 billion proportionate of joint-venture net sales.

General Mills UK is an award-winning employer that markets and distributes a number of much-loved consumer brands – including Häagen-Dazs, Old El Paso, Nature Valley, Green Giant, Betty Crocker, Fibre One and Jus-Rol pastry. Yoplait UK is an affiliate of General Mills and is responsible for major brands such as Petits Filous and Liberté.