



Press Release

Date

For immediate release

Sustainable brand Coral Eyewear becomes an LTA Official Supplier

- Coral Eyewear to become official supplier to the LTA on a one year agreement
- LTA Advantage members will be provided discount
- Coral Eyewear to supply sunglasses to the LTA coaching team
- Eyewear is 100% sustainable

The LTA and Coral Eyewear are excited to announce a one-year supplier deal that will see the British sustainable brand provide sunglasses to the LTA's coaching team, and offer an exclusive discount to LTA Advantage members.

Established in 2019, Coral Eyewear is a 100% sustainable brand, with its British-designed handmade products being created through recycled materials including fishing nets from the sea and plastic out of landfill and turning them into eyewear.

Coral Eyewear's ethics align with the LTA's Environment Sustainability Plan, which sets out how we will help secure a lasting future for tennis in Britain, through positive action on climate change and leadership in sustainability.

The LTA believes that to deliver its vision of 'Tennis Opened Up' it has an important role to play in contributing to a healthier and more sustainable society, and to grow tennis in Britain in a responsible way, protecting and supporting the environment and tackling our climate impacts.

Our focus on developing the next generation of British tennis stars in unison with a clear sustainability strategy is an exciting combination and we're excited to use this platform to push Coral Eyewear's products and values on a national stage.

We know from experience that tennis coaches are rarely seen without sunglasses, and to be able to provide high-performance styles designed with recycled plastic to the nation's top coaches is a true embodiment of Coral Eyewear's motto: *Style Without Compromise*.

*Commenting on the partnership, **Richard Daish, Marketing and Commercial Director at the LTA**, said: "The LTA are proud to work with Coral Eyewear in an exciting new supplier relationship. The company prides itself on its sustainable ethos and that aligns with the LTA's ethical values.*

Not only that, the range of sunglasses they provide looks fantastic and we hope that our coaches, supporters and players enjoy wearing them through the course of the season. We are delighted to welcome them to the LTA family.”

George Bailey, co-founder of Coral Eyewear commented: *"Having recently announced partnerships across Cricket and motorsport, we are delighted to join the Lawn Tennis Association as an Official Supplier."*

The LTA published an environmental sustainability plan earlier this year, setting out the role we wish to play in securing a lasting future for tennis in Britain through positive action on climate change and leadership in sustainability. Details of the plan can be found [here](#).

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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.