



## PRESS RELEASE

Thursday 29th May 2025  
For Immediate Release

### **FAGE joins with LTA as official yoghurt partner of British tennis**

- *Leading yoghurt brand Fage joins with the LTA as official yoghurt partner of British tennis*
- *The brand will also become a new lead partner for the LTA Youth programme and an official supporter of the LTA's She Rallies programme*

LTA, the national governing body for tennis in Britain, has announced a new partnership with leading yoghurt brand FAGE, who have become the official yoghurt partner of British tennis.

FAGE's partnership with the LTA, as well as being the official yoghurt partner for the LTA and its major events at the Lexus Birmingham Open, Lexus Nottingham Open, HSBC Championships and the Lexus Eastbourne Open, will see the brand become a lead partner of the LTA Youth programme, the LTA's youth pathway designed to help more children enjoy the benefits of playing and staying in tennis, whatever their age, gender, ability, disability or background.

In addition to helping drive youth participation, FAGE becomes an Official Supporter of LTA Women and Girls, and a supporter of the LTA's She Rallies programme to help drive female participation in tennis.

To mark the start of the partnership, FAGE are giving grassroots tennis venues the chance to experience world class tennis at the 2025 HSBC Championships, with tickets being given to clubs and venues who have done exceptional work to grow junior participation. The FAGE yoghurt station will also feature at the HSBC Championships, giving spectators the chance to sample the product and a selection of toppings for themselves.

The partnership builds on FAGE's existing presence in tennis, having partnered with the US Open in 2024 as the event's official yoghurt provider.

**Andrea Di Martino, Marketing Director at FAGE**, said, "Here at FAGE we are always looking for opportunities to be relevant and close to our consumers and to attract new ones, through the promotion of a healthy lifestyle. Tennis in particular is a great fit for our brand as we both stand on strong dedication and passion for excellence, and as our commitment to tennis grows in our markets, it was natural to speak to the LTA as we see this as a long-term strategic partnership."

"This partnership goes well beyond just brand visibility, being a leading partner of LTA Youth and supporter of LTA Women and Girls, and we look forward to working in collaboration with the LTA to develop new projects in the future."

**Chris Pollard, Managing Director of Commercial and Operations at the LTA**, said, "FAGE's commitment to promoting a healthy lifestyle makes them the perfect partner to support our LTA Youth and Women & Girls programmes. We're delighted to welcome them as the LTA's Official Yoghurt Partner and look forward to working together to continue to grow kids' tennis in Britain and get more women and girls playing the sport more often."

- ENDS -

For LTA media enquiries please contact:

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## **ABOUT THE LTA:**

*The LTA is the National Governing Body of tennis and padel in Great Britain, governing and growing the sport from grassroots participation through to the professional game. Our vision is to open up tennis and padel, harnessing them and working with schools, volunteers, coaches and venues across the whole country to transform communities. We also represent the interests of over 2,000,000 Members, 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 main cornerstones of which are the LTA's premier grass-court tennis events at The Queen's Club, Nottingham and Eastbourne, leading up to The Championships, Wimbledon. For further information about the LTA and tennis and padel in Britain, visit [www.lta.org.uk](http://www.lta.org.uk) or follow us on X, Instagram, Facebook, Tik Tok, and LinkedIn.*

## **ABOUT FAGE**

*FAGE – [www.uk.fage](http://www.uk.fage) - is a leading dairy company, known for its famously rich and creamy Greek yogurt, made with the finest and freshest ingredients. What makes FAGE special isn't just the taste – it's the story behind every spoonful. For nearly a century, FAGE has been crafted by the same Greek family with the highest standards of quality and generations of know-how.*