

PRESS RELEASE: LTA ANNOUNCE PARTNERSHIP WITH CREW CLOTHING

Crew Clothing will be the official outfitters for the LTA's Fever-Tree Championships and Nature Valley tournaments

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The LTA have announced a new two-year partnership with Crew Clothing, confirming the brand as official outfitters for the LTA's Fever-Tree Championships and Nature Valley tournaments. The series of events includes the Nature Valley Open Nottingham, the Nature Valley Classic Birmingham, the Fever-Tree Championships at The Queen's Club and the Nature Valley International Eastbourne.

As part of the partnership, Crew Clothing will be dressing all members of the ball crew and on-court officials, as well as Fever-Tree Championships stewards. The brand will be retailing on site at Birmingham, London and Eastbourne as well as offering polo shirt giveaways and personalisation available for collection on the same day.

Fans will also have the opportunity to win 100s of pairs of tickets to any one of the four tournaments, including the Fever-Tree Championships' final at The Queen's Club.

Crew Clothing's Head of Brand, Georgina Clark stated *"Crew Clothing are proud to be partnering with an organisation as highly respected as the LTA and to support tennis in Britain at its very best. Our polo shirt has been a favourite on and off the court for almost 25 years and we're looking forward to seeing the partnership come to life this summer, offering fans a unique opportunity to connect with the brand."*

Stephen Farrow, LTA's Director of International Events & Professional Game and Tournament Director of The Fever-Tree Championships added: *"We're thrilled to announce Crew Clothing as the official outfitters of our major summer grass court tournaments. 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 and it's great to have another commercial partner come on board to support our work."*

The event series ties in with Crew Clothing's new 2019 campaign, 'Summer of Sport' that includes a series of multi-channel marketing activations across tennis, cricket and golf.

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

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@crewclothing
@the_LTA

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 590,000 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 Nature Valley Open (at Nottingham), the Nature Valley Classic (at Birmingham), the Fever-Tree Championships (at The Queen’s Club, London) and the Nature Valley International (at Eastbourne). For further information about the LTA and tennis in Britain, visit www.lta.org.uk or follow us on Twitter @the_LTA

ABOUT CREW CLOTHING:

Crew Clothing was founded by professional skier, Alistair Parker-Swift in 1993 with the first collection of men’s rugby shirts sold from the back of a windsurfing shop in Salcombe. The brand quickly opened stores nationwide, expanding into womenswear, footwear and accessories. In 2017 the brand was sold and appointed David Butler as CEO, who continues to provide leadership on the strategic course of the business as well as day-to-day operations across all functions. Now stocked in 76 stores nationwide, Crew Clothing embraces quality and versatility to produce timeless designs, whilst remaining committed to the heart of the brand; the British coast. Further information can be found at www.crewclothing.co.uk.

