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## BARCLAYS ATP WORLD TOUR FINALS AND NATURE VALLEY TEAM UP FOR SEASON FINALE

LONDON – The ATP and leading global snack bar brand Nature Valley have today announced a new partnership with the Barclays ATP World Tour Finals, which will take place at The O2 in London from 13-20 November 2016.

Nature Valley, which produces a wide range of ‘better for you’ cereal bar snacks made with great tasting ingredients, will become a Gold Partner at the elite global season-ending event which will see the best eight qualified singles players and doubles teams in the world battle it out on court. The partnership will provide on-court brand visibility with both a sport and leisure-focused UK audience and wider worldwide viewers.

In addition, Nature Valley ambassadors will be sampling over 100,000 full bars of the new gluten-free Protein range at the Official Fan Zone on-site giving spectators a full brand-to-hand experience to keep them fueled with a delicious tasting snack ‘for when hunger strikes’ during the course of the event.

Arjoon Bose, Marketing Lead for Snacking at General Mills which owns the Nature Valley brand, commented: “Following the successful debut of our British Tennis partnership this year during the summer grass court season, we are excited to build upon this sporting collaboration to now become the Official Snack Bar of the ATP World Tour season finale in London. Not only does this partnership enable us to now reach a wider audience and hopefully inspire new consumers and tennis fans to discover our products, it also marks our continued commitment to a sport that shares our passion for inspiring a healthy active lifestyle. With Nature Valley Protein, we see this association becoming even stronger.”

Chris Kermode, ATP Executive Chairman and President, said: “We welcome Nature Valley, a leading global snack bar brand, on board as a Gold Partner of the Barclays ATP World Tour Finals. With more than 100 million global television viewers, and a footfall of approximately 400,000 people passing through The O2 across the eight days of the tournament, the Barclays ATP World Tour Finals offers a truly global platform and a wealth of marketing opportunities for our partners. We look forward to a successful partnership with Nature Valley.”

The Barclays ATP World Tour Finals has attracted more than 1.8 million fans to The O2 arena since the tournament moved to London in 2009. The tournament features the world’s best eight qualified singles players and doubles teams battling to win the biggest indoor tennis tournament in the world. The ATP announced last year that the event would remain at The O2 through to 2018. Tickets can be purchased at: [www.BarclaysATPWorldTourFinals.com](http://www.BarclaysATPWorldTourFinals.com).

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### **About the Barclays ATP World Tour Finals**

The Barclays ATP World Tour Finals is the year-end climax to the men's professional tennis season, featuring only the world's best eight qualified singles players and doubles teams as they battle it out for the last title of the season. Players compete for Emirates ATP Rankings points throughout the season in a bid to earn one of the eight coveted berths and a chance to win the biggest indoor tennis tournament in the world. Played using a round-robin format, each player plays three matches as they compete for a berth in the knockout semi-finals and beyond. The prestigious tournament has been contested in major cities around the world with a rich history dating back to the birth of The Masters in 1970 in Tokyo. Since 2000 the event has taken place in cities such as Lisbon, Sydney, and Shanghai. In 2009 the tournament was moved to London, where it will be played through 2018. For more information, please visit [www.BarclaysATPWorldTourFinals.com](http://www.BarclaysATPWorldTourFinals.com)

### **About Nature Valley**

Nature has been our inspiration since 1975. As the No. 1 Global Snack Bar Brand, Nature Valley is committed to making better-for-you snacks with great tasting ingredients like natural oats and peanuts that people love as well as making them a perfect on-the-go snack for any sport or adventure. Nature Valley is proud to support British Tennis which shares its love for getting people outdoors and inspiring a healthy nation. For more information, please visit [www.naturevalley.com](http://www.naturevalley.com)

### **About General Mills**

General Mills UK is part of General Mills, one of the world's leading food companies, which operates in more than 100 countries and markets more than 100 consumer brands. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2016 global net sales of US \$17.6 billion. In the UK General Mills markets and distributes much-loved consumer brands including Häagen-Dazs, Old El Paso, Nature Valley, Green Giant sweetcorn and Jus-Rol pastry.

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