

# NEWS RELEASE

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## ATP TOUR WELCOMES WATERDROP AS GLOBAL PARTNER

**LONDON – ATP is proud to announce a new multi-year partnership with waterdrop®, a fast-growing Austrian hydration brand. waterdrop® becomes the Official Hydration Partner and Gold Partner of the ATP Tour from 2023.**

With a mission to encourage people to Drink More Water, **waterdrop®** is committed to helping customers live healthier, longer and more sustainable lives. Products, including Microdrinks dissolvable cubes, reusable water bottles and cutting-edge water filtration systems, are designed to eliminate plastic waste. To date, **waterdrop®** products have prevented more than 30 million plastic bottles from entering circulation.

The partnership will see ATP and **waterdrop®** promote sustainable hydration on the ATP Tour. The brand will provide its signature reusable bottles to players, staff and volunteers - paving the way for significant reduction in plastic bottle usage across the season.

**waterdrop®** will also introduce innovative on-court hydration benches for players and hydration stations for fans at a global portfolio of ATP Tour events. On-site activations will offer fans the chance to experience the brand's exciting range of products and flavours, and pick up their own reusable bottle, as used by the professionals themselves. With more than five million fans attending professional tennis tournaments each season, this will form an integral pillar of the ATP's drive to reduce its environmental impact under ATP Serves.



In addition, **waterdrop®** has engaged superstar tennis ambassadors Novak Djokovic, Taylor Fritz and Danielle Collins to advance the brand's mission and storytelling within sports and tennis. **waterdrop®** will also collaborate with ATP's medical team to support hydration of all participating players.

"We are thrilled to welcome Waterdrop to the ATP Tour's global family of partners," said Daniele Sanò, ATP Chief Business Officer. "Sustainability is something our players, tournaments and fans care deeply about. We've set ambitious targets and it's great to have a passionate brand like Waterdrop support us on that



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journey. We're excited to provide the tennis community with the most sustainable hydration products possible."

"Shaking up the beverage industry is not only necessary, it's a real ecological emergency. We strongly believe that the values and commitments already shown by the tennis world are a great match with our vision. This new journey with ATP is the beginning of a major and profound transformation. Reducing our plastic use and unnecessary CO2 emissions are steps we must all take. We are thrilled to see the best tennis players in the world using our bottles and hydration benches. It's an important symbol for this on-going profound change in the industry," said Martin Murray, CEO & founder of **waterdrop®**.

"Drinking enough water is key for a healthy lifestyle and our performance as athletes. However, this does not have to come at the expense of the environment," said Taylor Fritz. "It's great to see our sport taking the right steps in that direction. I believe that by working together we can make real progress towards eliminating plastic on Tour".

Look out for **waterdrop®**, Official Hydration Partner at the Delray Beach Open, Open 13 Provence (Marseille), Open Parc Auvergne-Rhone-Alpes (Lyon), Hamburg European Open, Citi Open (Washington), Winston-Salem Open and Moselle Open (Metz) in 2023.

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## About The ATP

As the global governing body of men's professional tennis, the ATP's mission is to serve tennis. We entertain a billion global fans, showcase the world's greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and Pepperstone ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by Pepperstone, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

## About Waterdrop

"Our mission is to encourage you to Drink More Water so you can live a healthier, longer and more sustainable life." says Martin Murray, Founder and CEO of waterdrop®

The fast-growing hydration brand based in Vienna, has been shaking up the beverage industry since 2016 with its innovative waterdrop® Microdrink and global hydration platform. The company's mission is to encourage people to drink more water in a more sustainable way. Its sugar-free, naturally flavored cubes, which dissolve in water and enrich it with natural fruits, plants, and vitamins, have been praised by consumers for their hydration-boosting properties.

waterdrop® significantly reduces plastic use and CO2 emissions. The 98% saving in plastic compared to traditional bottled drinks is achieved through the individual recyclable packaging of each cube: the plastic contained in a single cap of a traditional bottle is equivalent to 10 Microdrinks. The brand is developing through a whole hydration ecosystem.



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In partnership with Plastic Bank, waterdrop® pledges to collect one plastic bottle for every 12-pack sold, meaning consumers can not only drink more sustainably, but they can also support waterdrop's cause for a better future for the environment.

After 6 years of existence, the company has grown to more than 2 million online customers, currently has over 300 employees, is listed in more than 20,000 retail outlets and operates more than 40 own stores in Europe, in the USA and in Singapore. More information on [www.waterdrop.com](http://www.waterdrop.com)