



# NEWS RELEASE

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## ATP TOUR & BITPANDA ANNOUNCE MULTI-YEAR GLOBAL PARTNERSHIP

**LONDON & BARCELONA:** The ATP and Purina PRO PLAN®, part of Nestlé Purina PetCare Europe, have today announced a multi-year partnership, with Purina PRO PLAN becoming the Official Pet Nutrition Partner of the ATP Tour.

Purina PRO PLAN, recognised globally for its leadership in pet nutrition, offers a range of high-quality pet food products, developed by a dedicated team of Purina nutritionists and vets, to help dogs and cats lead active, healthy and long lives. Purina PRO PLAN is partnering with ATP to help inspire cat and dog owners to care for their pets like a PRO, with the same dedication and passion that top athletes bring to their sport.

The partnership grants year-round brand visibility across the ATP Tour's social, editorial and digital channels, providing Purina PRO PLAN with a global platform to engage with tennis fans and pet owners alike.

As part of this partnership, Purina PRO PLAN will be an official partner of ATP Tour events in Europe, including the [Barcelona Open Banc Sabadell](#), [Swiss Indoors Basel](#) and [Nitto ATP Finals](#) in Turin. Throughout the season, Purina PRO PLAN will engage with athletes, supporters and pet owners to showcase how quality nutrition and care maintain peak pet health and well-being. This will include a presence at tournament fan zones, along with a series of exciting activations and interactive experiences.

This collaboration underpins Purina PRO PLAN's commitment to supporting the many ATP Tour stars who own pets, offering them expert advice and premium nutrition so that they can care for their pets like a PRO.



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**Daniele Sanò, ATP Chief Business Officer**, said: "We're proud to welcome on board another partner that's leading the way in their industry. Pets are part of the family, both for our fans and our players. Partnering with Purina PRO PLAN allows us to connect with fans in a fresh way while helping players take the best care of their pets' nutrition."

**Fabio Degli Esposti, Head of Marketing, PURINA Europe**, said: "Tennis is considered to be one of the healthiest sports in the world, so partnering with ATP is the perfect match for Purina PRO PLAN – a brand that is dedicated to high-quality nutrition to help pets live healthy lives. We look forward to connecting with tennis fans across the region, and inspiring pet owners to care for their own pets like a PRO."

**David Ferrer, Director of the [Barcelona Open Banc Sabadell](#) – Trofeo Conde de Godó**, said: "We are very pleased to welcome Purina PRO PLAN to the family of sponsors of the [Barcelona Open Banc Sabadell](#). Many tennis players have pets that are part of their family. Having a brand that cares about their nutrition and well-being helps us enhance the services we offer to our players."

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## About The ATP

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

## About Purina PRO PLAN®

Purina PRO PLAN is on a mission to become the most recognized pet food brand globally, improving the lives of dogs and cats through the power of ground-breaking nutrition. Our commitment to the well-being and longevity of pets drives Purina PRO PLAN to provide proven nutrition, backed by science, and developed with our Purina vets & experts. Committed to innovation and excellence, Purina PRO PLAN leverages Purina's expertise in nutrition and animal science to set high standards, anticipating the evolving needs of pets and those who care for them. For more information about Purina PRO PLAN and our commitment to pet nutrition, visit: <https://www.purina.co.uk/brands/pro-plan>

## About Purina

Nestlé Purina PetCare Europe believes that when people and pets bond, life becomes richer. This is why, for more than 130 years, it has been committed to creating richer lives for pets and the people who love them through high-quality nutrition and care. Purina Europe aims to have a positive impact on pets, people, and the planet. In 2022, the company launched six new Purina Commitments (2023-2030) to help reach this goal, to support adoption and responsible pet ownership, help the wellbeing of people in vulnerable situations and support the regeneration of soil and ocean ecosystems. The Purina portfolio includes many of the best-known and best-loved pet foods including Felix®, Purina ONE®, Gourmet® and PRO PLAN®. For more information about the company, visit: <https://www.purina.eu/>

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