

🕒 14 June 2021, 11:01 (CEST)



C A S T O R E

Castore signs exclusive deal to supply David Lloyd clubs

Multi-year deal will see staff and tennis coaches in Castore kit alongside exclusive retail collection for club members



Liverpool, Tuesday June 14, 2021: FOR IMMEDIATE RELEASE. We love the passion and dedication you find at gyms, the desire to be better, stronger, faster. It's a commitment that lies at the heart of our mantra, #betterneverstops.

So it made real sense to us to work with some of the finest gyms in the UK - people who share our passion for performance and commitment to fitness. This is why we have partnered with David Lloyd leisure centres to provide kit to staff and coaches.

Staff at David Lloyd centres across the UK will wear exclusively designed Castore clothing, while tennis coaches will wear tennis kit from Andy Murray's AMC brand. Castore clothing will also be available at David Lloyd locations for members to buy.

Tom Beahon, Castore founder said: "Gyms are at the front line of helping the nation achieve a greater level of health and wellbeing and more importantly making fitness an enjoyable pursuit. In outfitting staff with Castore clothing, we hope their day to day tasks will become that little more comfortable."

The multi-year bespoke product offering will see staff outfitted in jackets, track pants, t-shirts, and shorts.

You can find a media kit of images in the link below:



Media Kit: Castore x David Lloyd | Johnny Red Media Newsroom

#betterneverstops

About Castore:

Castore exists for one single reason – to make athletes better. Our ethos is built upon the philosophy of BETTER NEVER STOPS, an ideal deeply infused in our DNA and something we strive to live every single day. We utilise advanced engineering and unique technical fabrics to create the highest quality sportswear in the world, for athletes who demand the very best. Designed with a passion for innovation with specialist features to help to optimise athletic performance in all conditions.

www.castore.com

About David Lloyd clubs:

David Lloyd Leisure is Europe's leading health, sport and leisure group, with 122 clubs - 99 clubs in the UK (including 3 Harbour Clubs), a further 23 across the Republic of Ireland and mainland Europe. Facilities include state-of-the-art gyms, heated indoor and outdoor pools, top-class racquets facilities, group exercise studios and luxurious spas. Clubs also feature spaces to work, relax and socialise. David Lloyd clubs have more than 600,000 members and currently employ more than 8000 people, including leading experts in fitness, racquet sports and swimming.

www.davidlloyd.co.uk

For further information please contact graham@johnnyred.co.uk.

[Ends]

ABOUT JOHNNY RED MEDIA

Johnny Red loves inspirational and aspirational brands. We believe that the most effective results are achieved through listening to and working closely with our clients.



Johnny Red Media