



George O'Grady (left) with Jonathan Smith

NEW INITIATIVE TO SUPPORT AND PROMOTE SUSTAINABILITY

The European Tour has taken a further significant step forward in the promotion of sustainability in golf, sport and events through European Tour Green Drive.

This is a new initiative to support and showcase environmental and community action across the organisation's operations, venues and tournaments.

With a reach across over 45 countries, the Green Drive initiative has the potential to make a real impact both on the ground around the world, and as an example and inspiration.

Speaking at Wentworth during the BMW PGA Championship, European Tour Chief Executive George O'Grady expressed his commitment to the initiative. He said:

"The European Tour has long recognised the importance of environmental stewardship, resource

efficiency and positive community engagement for golf.

"We're very proud of the staging of The Ryder Cup and our significant investment in GEO (Golf Environment Organization) since 2006. Developing Green Drive across The European Tour is an important step further.

"We look forward to working with our many venue, staging, media, government and commercial partners to make a genuine contribution, and adopt a leadership position in sustainable sport".

The first Partners to come forward as leaders in their support of Green Drive are Rolex and Lioness, with Toro as a Sponsor.

European Tour Group Marketing Director Scott Kelly added: "We're very grateful for this early support – which matches the ET's own continuing investment in sustainability, and which

enables us and GEO to ensure the quality and credibility of the initiative. The European Tour provides a platform for governments and companies to showcase their own policies, corporate responsibility and technologies in the unique arena of professional golf."

The European Tour Green Drive has a strong long-term ambition based on continual improvement and is built on a credible foundation of policy, guidelines, programming and industry ecolabel from initiative partner GEO.

Jonathan Smith, Chief Executive of GEO, added: "This exciting initiative will help a diverse range of people and companies linked to The European Tour to get even more involved in credible sustainability action. There is an opportunity for every venue and tournament, and we're ready to support as they get involved and help the initiative grow".



RT MAKE DOUBLE APPOINTMENT

Rigby Taylor have announced two appointments to their sales team. Mark Whiting (above) has been appointed to the position of Sales Director, and will assume responsibility for the implementation, direction and coordination of the company's sales strategy across the whole spectrum of the sports, amenity and landscape industries.

Working closely with his team of regional sales directors, Mark brings a wealth of sales experience to this role.

Tito Arana (below) has been appointed to the new role of Business Development Manager. Tito will assume responsibility for identifying and developing new market and business sector opportunities with the objective of achieving new revenue streams for the company. Tito is Basis qualified and has a wide range of experience within the amenity industry.

