Snooker loopy for veganism

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NEWS RELEASE

IMMEDIATE

SNOOKER LOOPY FOR VEGANISM

Snooker could soon have a vegan World Champion. Neil Robertson, the fifth player on tour to go vegan, travelled to Sheffield for the World Championships this week in the best shape of his life.

There are now more vegans in snooker than any other sport. Robertson follows 2002 World Champion Peter Ebdon, Aditya Mehta, Liam Highfield and Vinnie Calabrese in adopting a plant-based diet, with many more set to join them. Snooker has truly embraced veganism.

"World number nine Joe Perry wants to try it, after I told him how fantastic I feel," said Robertson, the 2010 World Champion. "Shaun Murphy has a very open mind towards these things, and has experimented with a couple of different diets and Ronnie O'Sullivan, probably the fittest player on the tour, tries to eat as cleanly as possible. A few others are keeping an eye on me, ready to look into the vegan diet if I keep having success.

"I'm in the best nick of my career," said the 2010 World Champion, who spoke of his competitive advantage through his vegan diet. "I haven't prepared as well for a World Championship, or any tournament, as I have for this one. I'm practising better than I ever have and away from the table, I have a lot more energy."

"I used to feel very tired during tournaments. I was drinking four or five coffees per day, and wanted more. Now I'm able to practice an awful lot more without getting tired. I don't even drink coffee, I have a banana smoothie instead. Going vegan has been absolutely fantastic," added the Australian.

The reason snooker has taken veganism so quickly to its heart could be attributed to players taking measures to cope with the increasingly demanding tour schedule introduced by Barry Hearn, and a select few influential individuals.

The vegan movement in the game can be traced back to journeyman pro Rory McLeod. A strict vegetarian for nine years, McLeod waxed lyrical about his diet to his good friend, Peter Ebdon. Influenced by McLeod, his own poor health and the death of his father, Ebdon went vegan, and has subsequently encouraged others to look at their own diets and lifestyle, including Robertson.

"I spoke to Peter on a plane for a few hours back in November, and he gave me some books and YouTube videos to watch," said Robertson. "I did my own research too, and became aware of the large number of athletes on a 100% vegan diet, like Carl Lewis was at the height of his career. There was enough evidence, based on facts, for me to give it a go. I've not looked back since."

Ebdon, vegan for over four years, reports significant benefits directly applicable to snooker. He said: "It's improved my game in every single area: concentration, focus, digestion, and my eye-sight has improved by 50%. My recovery times are much quicker. I just feel amazing all the time.

"I've got a juicer and a blender in the boot of my car, which comes with me wherever I go, as does Rory. When one of the players hears a blender going, they know it's either me or Rory!"

"I've been encouraging Ali Carter to change his diet. The last time I was with him at the World Championships, I was making him organic carrot juices before his matches. He even calls me Caldwell B. Esselstyn III, after one of my heroes from the book and documentary Forks Over Knives!"

Why not try going vegan yourself with The Vegan Society's 30 Day Pledgewww.vegansociety.com/pledgeto receive daily emails with advice, information and recipes to try out.

FOR MORE PRESS INFORMATION PLEASE CONTACT JIMMY PIERCE, MEDIA & PR MANAGER, THE VEGAN SOCIETY media@vegansociety.com / 0121 523 1738 (office) / 07931 819 508 (out of hours).

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