

Hearts go public in Tenerife to celebrate sponsorship link

Heart of Midlothian FC took over the Scotch Corner pub in Tenerife, shaking hands with supporters and holidaymakers, to celebrate the club's partnership renewal with official holiday partner, loveholidays.

It is the the third season in a row for the link and the event also saw those in attendance win new season 2024/25 Hearts shirts and holiday vouchers.

Craig Gordon and Steven Naismith, Hearts' head coach, plus other players including Frankie Kent, Cammy Devlin and Yan Dhanda, were also there.

The team are currently on a pre-season training camp in the Costa Adeje region of the Spanish island and loveholidays will feature as Hearts' back-of-shirt sponsor for the second year running.

Fans can also expect exclusive content, giveaways and holiday inspiration when pitch-side at Tynecastle Park and on the Jam Tarts' social media channels.

Al Murray, chief marketing officer at loveholidays, said that to celebrate the link renewal they wanted to do something special that embodies what loveholidays is all about, delivering exceptional experiences abroad.

He added: "Our partnership with Hearts has been nothing short of fantastic so far, enabling us to create unforgettable moments for fans and strengthen our community ties."

Catriona McCallum, Heart of Midlothian FC's commercial and marketing director, said: "This is a special partnership where we really focus on bringing unique events, like the takeover of the Scotch Corner pub in Tenerife, to our fans and the feedback we've had from supporters since welcoming loveholidays to the Hearts family has been overwhelmingly positive.

"We're proud to have loveholidays on our stunning new kits this season and everyone at Hearts is excited at the opportunities our collaboration can provide, not just for both businesses but for our unrivalled fanbase too."

For the record, there are more than 25,000 short and long-haul package holiday options available to Scottish holidaymakers through loveholidays, with flights from Aberdeen, Edinburgh, Glasgow International, Glasgow Prestwick and Inverness.

PICUTRE: Cammy Devlin with a young fan at the Scotch Corner pub in Tenerife. Picture courtesy of ***Heart of Midlothian FC***