

24 July, 2024

## FIP European Padel Championships, Ligita Motiejauskaite: "Lithuania is growing rapidly, and I use social media to promote and share this sport"

Padel player, all-around athlete, but also influencer and businesswoman, **Ligita Motiejauskaite** is one of the iconic faces representing **Lithuania** at the **FIP European Padel Championships** and a strong advocate for the sport in her home country. Lithuania is currently the fastest-growing nation for padel in Central and Eastern Europe. *"The growth is absolutely evident; the number of amateur players is rapidly increasing. We need to further develop the professional side. At the moment, we don't have many players in international tournaments, but we have several very talented ones, and we need to encourage them to participate in tournaments and travel to other countries, creating the right environment for them."* According to data from the **FIP Research & Data Analysis Department**, there are currently around 1,200 professional padel players.

**THE MISSION:** The FIP European Championships can act as a springboard for new talents. Moreover, the Federation's main mission is to promote the sport, both at the grassroots and professional levels. Lithuania is one of the countries that has demonstrated significant technical growth in **Cagliari**. Ligita shares her feelings after the first three days: *"We came as a team, so the goal is to perform well as a team and have the best possible experience, even if we won't be the ones to win."* Speaking of victory, Ligita shares her podium predictions: *"For the women, I predict Spain, France, and the Netherlands. For the men, again Spain, followed by France and Italy."* Ligita also recounts how she discovered padel after playing many sports professionally: *"I had never seen it played, neither on TV nor elsewhere. Then one day, my friends invited me to play, and that's how I discovered it."*

**THE SOCIAL MEDIA BOOST:** A casual encounter that turned into a serious passion. Ligita created a brand dedicated to padel clothing and is very active on social media. *"I believe **social media** can significantly contribute to the growth of padel, showing people that it is a sport for everyone, not just professionals. Racket sports are generally very demanding, both physically and mentally. Padel allows for fun and activity, suitable for both young and older people. Additionally, there's a wonderful atmosphere, making it a very modern sport with lots of interaction; it's always about the team, not the individual."* Regarding her role models, Ligita has no doubts: *"Definitely **Marta Ortega**. I had the chance to play against Spain: we talked, she is a fantastic and very professional person. It was great to observe her, see her motivation, how she prepares for matches, and how she plays."*

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