

PRESS RELEASE

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**ROCKINGHAM COUNTY TENNIS ASSOCIATION TO HOST A  
USTA FREE TENNIS PLAY EVENT IN CELEBRATION OF  
NICKELODEON'S WORLDWIDE DAY OF PLAY**

**Thousands of USTA Free Tennis Play Events Being Held Nationwide to Encourage Healthy and Active Lifestyles During National Childhood Obesity Awareness Month**

**Madison, NC September 1, 2015**– **Rockingham County Tennis Association** will host a USTA Free Tennis Play Event in celebration of Nickelodeon's Worldwide Day of Play on **Sunday, September 13** at **Jaycee Park in Reidsville, NC** from **3pm-5pm**. The event is part of a nationwide effort to get families excited and active in tennis during National Childhood Obesity Awareness Month this September.

Thousands of tennis providers will host USTA Free Tennis Play Events in September, showcasing how fun and easy it is for players to get on the court and in the game. These events allow children of all ages and skill levels to try tennis at local events and facilities.

**NICKELODEON PLAY DAY AND JUNIOR TEAM TENNIS KICK-OFF**

**Sunday, September 13 from 3pm-5pm**

**Jaycee Park, 125 Jaycee Park, Reidsville, NC**

**Play Days are supervised opportunities for young players age 6-18 to get on the court with other players of similar ability for fun low pressure competition. Equipment is provided or players may bring their own. Participants and families will also learn about the opportunity to join the Rockingham County Junior Team Tennis (JTT) program with matches on Sunday afternoons beginning September 20.**

"It is critical to provide more opportunities for children to get active and inspire them to lead a healthy lifestyle," said Kurt Kamperman, Chief Executive, Community Tennis, USTA. "These USTA Free Tennis Play Events are part of our ongoing efforts to ensure an early positive experience for kids and families in tennis, the sport for a lifetime. To that end, we want to provide access and increased opportunities to participate in local programs and events."

Kids are learning to play faster – and enjoying more success – thanks to the USTA's youth initiative, which features tennis sized right for age and ability. That means shorter racquets, lower-bouncing balls and smaller courts. With the sport now using kid-friendly equipment, it is easier than ever for kids to experience early success, which is vital in developing a lifelong commitment to an active lifestyle.

This year marks the fourth year of the September USTA Free Tennis Play Event campaign. Since its inception in September 2012, nearly 5,000 events have been hosted throughout the country.

To learn more about USTA Free Tennis Play Events, please visit [www.youthtennis.com](http://www.youthtennis.com).