



**Contact:** Peter Francesconi  
peter@tennisindustry.org  
203-263-5243

**FOR IMMEDIATE RELEASE**

## **PlayTennis.com Gets Key Upgrades In Support of ‘Try Tennis Free’ Campaign**

HILTON HEAD ISLAND, SC (May 18, 2015) — The PlayTennis.com website, which is a “central portal” for bringing people into tennis, has been upgraded with new features and functionality, which will further help to boost play during the tennis-industry-wide “Try Tennis Free” campaign.

PlayTennis.com is an unbranded, collaborative industry website devoted simply to getting people to play tennis and enjoy all the health, fitness and social benefits of the sport. Managed by the Tennis Industry Association (TIA), PlayTennis.com is a key component for the national “Try Tennis Free” campaign.

Nearly 2,000 tennis facilities and teaching pros are offering Try Tennis Free sessions in their communities throughout the month of May and beyond. New and returning tennis players who go to TryTennisFree.com or PlayTennis.com can quickly and easily search for these tennis providers to find out where they can get into the game for free.

Among other upgrades to the website are an improved “Tennis Concierge” widget that will quickly return results on tennis locations and tennis organizers in local communities. There also is a new rating function so consumers can rate facilities and programs.

For tennis facilities and teaching professionals, updating program and facility information on the website has been streamlined, and there’s also a live chat feature for instant answers about the site and its functionality. In addition, providers have access to new marketing collateral so they can advertise and support Try Tennis Free in their local communities.

“We’ve received a lot of feedback over the last few months about the features that consumers and tennis providers would like to see when it comes to finding and offering tennis programs, and we’re happy to continue to adjust and streamline PlayTennis.com to better serve tennis players, and those looking to get into the game,” says TIA Executive Director Jolyn de Boer. “Like the game itself, PlayTennis.com and the Try Tennis Free campaign are dynamic and exciting. Together with the U.S. Tennis Association and our industry partners, we continue to collaborate on our shared goals to increase the number of tennis players, fans and consumers.”

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## **About the TIA**

*The Tennis Industry Association, the not-for-profit trade association for tennis, is THE unifying force in the tennis industry whose mission is to promote the growth and economic vitality of tennis by working closely with the U.S. Tennis Association and industry partners to develop and implement initiatives to increase tennis participation and improve the health of industry businesses. Core TIA activities include producing more than 70 research reports annually on participation and consumer/trade research, in addition to Grow the Game Initiatives such as PlayTennis.com, Try Tennis Free, Youth Tennis, the GrowingTennis System™, Tennis Welcome Centers, Cardio Tennis, Careers in Tennis and Tennis Tune-Up Campaign. Visit [TennisIndustry.org](http://TennisIndustry.org) or call 866-686-3036.*

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### **Tennis Industry Association**

1 Corpus Christie Place/117 Executive Center  
Hilton Head Island, SC 29928  
Phone: (843) 686-3036  
Fax: (843) 686-3078  
[www.TennisIndustry.org](http://www.TennisIndustry.org)

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