



Western & Southern Open Launches Play Tennis Cincinnati Free Youth Clinics to be Held at Tournament Venue

CINCINNATI (June 12, 2019) – The Western & Southern Open will launch Play Tennis Cincinnati this summer, an initiative that gives local youth an opportunity to participate in free tennis lessons, including a weeklong clinic that will be held at the tournament venue.

The Western & Southern Open, in partnership with the USTA, will host these clinics, powered by Net Generation, at the Lindner Family Tennis Center in Mason, Ohio, Aug. 5-8. The participants will be taking the court just after practice sessions featuring ATP Tour and WTA pros who are in town for the tournament that runs Aug. 10-18.

“We look forward to seeing the kids in Play Tennis Cincinnati taking over our courts this summer,” said Western & Southern Open Tournament Director Andre Silva. “Tennis can teach many life skills, and it is a sport that can be played for a lifetime. We hope we can get a new generation in our community excited about playing tennis by offering this opportunity to play.”

The Play Tennis Cincinnati clinics will be open to 275 local children entering grades 1-6. In addition to the week of clinics prior to the Western & Southern Open, participants will receive a tennis racquet, a t-shirt and two tickets to Saturday’s tournament action which will include admission into Kids Day presented by First Watch. Additional Play Tennis Cincinnati programs will be added throughout the year.

“Our goal is to attract, engage and retain grassroots youth tennis players in the Greater Cincinnati area in an effort to grow the game of tennis and be an integral part of the community,” said Matt Dektas, Program Director of Play Tennis Cincinnati. “To have the opportunity to partner with a top-level professional tournament in the Western & Southern Open will certainly amplify the impact the programs will make on the youth in our area.”

Support for the programming will be provided by the USTA Midwest Ohio Valley District, the Cincinnati Recreation Commission, the Greater Cincinnati Tennis Association, the Greater Cincinnati Indoor Tennis Association, Inner City Tennis Project, EXcellence Tennis Foundation and Tennis For Charity.

The Western & Southern Open, a WTA Premier 5 and ATP Masters 1000 tournament, is part of the US Open Series.

More information on these programs can be found at playtenniscincinnati.org.

Western & Southern Open

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www.WSOpen.com



TOURNAMENT IS PLAYED AT:
Lindner Family Tennis Center, Mason, Ohio
TOURNAMENT CONTRIBUTES TO:
Cincinnati Children’s Hospital Medical Center
The Barrett Cancer Center
Tennis for City Youth



About the Western & Southern Open

The Western & Southern Open will be held August 10-18, 2019, at the Lindner Family Tennis Center, 20 miles north of Cincinnati in Mason, Ohio. The tournament is one of the prestigious ATP Masters 1000 events on the men's tour and a Premier 5 event for the Women's Tennis Association (WTA). The W&S Open is the largest annual summer sporting event in the US Midwest, hosting fans from all 50 states and more than 35 countries with more than 50 million global viewers in more than 160 countries. The tournament is also one of the last stops on the US Open Series before the US Open in New York. Since 1974, the tournament has contributed more than \$10 million to various beneficiaries including Cincinnati Children's Hospital Medical Center, the Barrett Cancer Center and Tennis for City Youth. For more information, visit www.wsopen.com.

About the US Open Series

Now in its 16th season, the world's best players on the WTA and ATP Tour are coming together for the US Open Series. Linking six summer WTA and ATP Tour tournaments to the US Open, the US Open Series serves as a true "regular season" of hard court tennis. Featuring a cohesive schedule, the Series centralizes the way tennis is viewed in North America, across multiple television and digital platforms. Fans will see today's top champions go head-to-head with tomorrow's emerging stars, as storylines develop throughout the summer season. Each tournament also engages its local community with a variety of outreach initiatives, including grass-roots youth tennis clinics and activities.

About the WTA

Founded on the principle of equal opportunity for women in sports by Billie Jean King in 1973, the WTA is the global leader in women's professional sport with more than 1,800 players representing 85 nations competing for a record \$164 million in prize money. In 2018, the WTA was watched by a record breaking global audience of 600 million. The 2019 WTA competitive season includes 55 events and four Grand Slams in 29 countries, culminating with the WTA Finals in Shenzhen, China, offering an unprecedented \$14 million total prize purse and honoring the season's top singles and doubles players. Further information on the WTA can be found at www.wtatennis.com.

About the ATP

The ATP is the governing body of the men's professional tennis circuits - the ATP Tour, the ATP Challenger Tour and the ATP Champions Tour. With 63 tournaments in 30 countries, the ATP Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2019 ATP Tour will battle for prestigious titles and ATP Rankings points at ATP Masters 1000, 500 and 250 events, as well as Grand Slams (non ATP events). At the end of the season only the world's top 8 qualified singles players and doubles teams will qualify to compete for the last title of the season at the Nitto ATP Finals. Held at The O2 in London, the event will officially crown the 2019 ATP Tour No. 1. For more information, please visit www.ATPTour.com.

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