



USTA Billie Jean King National Tennis Center
Flushing Meadows-Corona Park

August 25, 2018



ARTHUR ASHE KIDS' DAY

Arthur Ashe Kids' Day powered by Net Generation is the largest single-day grass-roots tennis and entertainment event in the world, with chart-topping performers, celebrities and some of the best professional tennis players in the game coming together to celebrate the life and values of tennis legend and humanitarian Arthur Ashe. Proceeds from Arthur Ashe Kids' Day benefit the USTA Foundation, the charitable arm of the USTA, which helps fund the National Junior Tennis & Learning network (NJTL), a nationwide group of more than 500 nonprofit youth-development organizations that provide free or low-cost tennis, education and life skills programming to more than 225,000 children each year. NJTL was founded 49 years ago by Arthur Ashe, along with Charlie Pasarell and Sheridan Snyder.

The USTA would like to thank the sponsors that help make Arthur Ashe Kids' Day possible:

adidas • American Express • Chase • Deloitte
Emirates Airline • evian® • IBM • J.P. Morgan
Mercedes-Benz • Mount Sinai Health System
Spectrum • Wilson

Net Generation, official youth tennis of the USTA, is a celebration of a game where no one sits on the sidelines. It's easy to learn and tailored for all ages and abilities, giving kids a game that will help them build friendships and learn skills they'll use for life.



To the next generation of greats, we're excited to meet you.
Learn more about youth tennis at NetGeneration.com

**Limited quantities.*

- Choice of Beef
- Hot Dog or Peanut Butter & Jelly
- Organic Whole Fruit
- evian® water
- Yogurt Bar
- Food Village
- Ashe Club Level
- South Plaza
- Ashe Promenade Level 4

Available at 17 Locations on the Grounds:

Includes:

Special Children's Menu

\$6.00 MEAL DEAL*

SCHEDULE OF ACTIVITIES



9:30 a.m. - 12:30 p.m. | GROUNDS FESTIVAL

Enjoy interactive tennis activities for kids of all ages:

Activities include:

- adidas Earn Your Stripes
- Balloon Artists
- Cardio Tennis
- Champion of the Court - US Open Style
- Chase Challenge
- Emirates Airline Beat the Pro
- evian® I Wanna Play
- Face Painting
- Family Fun Court
- Hair Beading and Braiding
- Mount Sinai Get Fit and Play
- IBM Speedzone
- Juggling Workshop
- Party at the Net
- Red Ball Let's Play
- Red Ball Scramble
- Storytelling
- Tennis Anywhere
- USTA Foundation Skills Challenge
- Wilson Stars Court

To participate in interactive games, tennis shoes are preferred. You may be asked to remove your footwear.

AAKD FESTIVAL STAGE HOSTED BY

Featuring live performances by **JAGMAC**, **Brynn Elliott**, **X's & O's**, **4th Ave**, **Go Noodle's Blazer Fresh**, **Trevis Brendmoe** and **Meg Donnelly**, hosted by Radio Disney! Look for exact performance times near the stage and on the video screens.

9:30 a.m. - 4:00 p.m. WATCH THE PROS PRACTICE

Watch the pros prepare for the US Open. Practice sessions take place throughout the day on the Grandstand, Louis Armstrong Stadium, Court 17 and P1-P5. Check videoboards for schedule.

US OPEN AMERICAN EXPRESS FAN EXPERIENCE

Step inside the US Open American Express Fan Experience for even more tennis fun! The Fan Experience is located in the Chase Center near the East Gate.

12:00 p.m. GATES OPEN TO ARTHUR ASHE STADIUM*

Get your seats early so you don't miss a minute of the Stadium Show! \$6 Meal Deal available at select locations inside the stadium. *Ticket required for entry.

1:00 p.m. - 3:00 p.m. ARTHUR ASHE KIDS' DAY STADIUM SHOW**

The Stadium Show features today's biggest stars in music and tennis, including **Echosmith**, **CNCO**, **In Real Life**, **Kim Petras**, **AJ Mitchell**, **Skai Jackson**, **Alex Aiono** and **Radio Disney's Morgan**, along with **Serena Williams**, **Rafael Nadal**, **Novak Djokovic**, **Angelique Kerber** and **Madison Keys**, plus a special performance by **Shine MSD**, **students from Marjory Stoneman Douglas High School** and more! **Participants subject to change.

WATCH ARTHUR ASHE KIDS' DAY SUNDAY, AUG 26 2 p.m. ET

The **Ashe '68 Photo Exhibit**, located along the alleé connecting the Grandstand and Court 17, features 16 free-standing Vibrachrome panels displaying a series of photographs documenting Ashe at the first US Open.

The **Ashe '68 Virtual Reality Experience**, located in the Chase Center near the East Gate, immerses viewers into Ashe's historic win, weaving together 360° video re-creations, archival material and evocative, never-before-seen 360° stop-motion sand animation to tell the story.

For more information on Arthur Ashe and Arthur Ashe Kids' Day, log on to AAKD.com and ArthurAshe.org.



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Follow us on:    

#ArthurAsheKidsDay @usopen



USTA BILLIE JEAN KING NATIONAL TENNIS CENTER



To: Mets Stadium General Parking, Subway 7, LIRR & Taxis Drop-off Pick-up



Available at:
 South Plaza
 Food Village
 East Gate
 Arthur Ashe Stadium

\$6 MEAL DEAL
 GREAT VALUE

Tennis Activities

- Beginner**
 - 4 Family Fun Court/ Tennis Anywhere
 - 5 Red Ball Let's Play
 - 6 Chase Challenge
 - 7 evian® I Wanna Play
 - 8 USTA Foundation Skills Challenge
 - 9 Red Ball Scramble
 - 10 Mount Sinai Get Fit and Play
- Intermediate**
 - 13 Wilson Stars Court
 - 14 Champion of the Court - US Open Style
 - 15 adidas Earn Your Stripes
 - 16 Party at the Net
- US Open American Express Fan Experience**
- Advanced**
 - 11 Emirates Airline Beat the Pro
 - 12 IBM Speedzone
- Practice Courts**
- Fan Court:** Cardio Tennis

- ### Activity Tents
- 1 Balloon Artists
 - 2 Hair Beading and Braiding
 - 3 Face Painting
 - 4 Juggling Workshop
 - 5 Storytelling
 - 6 Ashe '68 Photo Exhibit
- ### Net Generation Activities
- 7 Arcade
 - 8 Kidcaster Booth

- Snack Bar
- Ticketmaster
- Water Fountains
- Wheelchair Access

- Lost and Found
- Merchandise
- Restrooms

- Family Meeting Spot
- First Aid Stations
- Guest Information Hosted by American Express

- ### Guest Amenities
- Arthur Ashe Booth
 - Baggage Checks
 - Chase ATMs