



**AUGUST 5-13, 2023**  
**SOBEYS STADIUM - TORONTO**

## **FEEL HISTORY BEING MADE AT THE 2023 NATIONAL BANK OPEN PRESENTED BY ROGERS IN TORONTO**

***Tennis Canada launches official marketing campaign for the 2023 ATP Masters  
1000 event at Sobeys Stadium***

**TORONTO, ON (May 15, 2023)** – Tennis Canada invites fans to *Feel History Being Made* at the 2023 National Bank Open presented by Rogers with the launch of the tournament's official marketing campaign. Less than 100 days away, the stage is set for this year's ATP Masters 1000 event at Sobeys Stadium (August 5-13) and it promises to be one for the ages with the world's best players coming to Toronto.

Produced in collaboration with Montreal-based international creative services firm Sid Lee, the campaign is spearheaded by a spine-tingling [hype video](#) that builds energy and excitement for the 2023 tournament.

With the backdrop of the iconic Toronto skyline, the video features a shadowed figure poised to break into the spotlight. Behind him plays a fast-paced montage of storied champions and rising stars, from Novak Djokovic, Rafael Nadal and Carlos Alcaraz to Canada's own Félix Auger-Aliassime and Denis Shapovalov. The campaign will be rolled out nationally across the National Bank Open's digital and social media channels as well as via TV and radio.

"The *Feel History Being Made* campaign embodies what the National Bank Open presented by Rogers is all about for our fans, players and corporate partners – a chance to be part of and witness history," said Karl Hale, Tournament Director, National Bank Open - Toronto. "The Toronto event has become a magnet for those unforgettable moments, like Serena's [Williams] retirement last year or Bianca [Andreescu] becoming the first Canadian in 50 years to win the title in 2019. With the mix of all-time greats and up-and-coming talent on the ATP Tour, we're in store for an equally memorable 2023 edition."

"We were thrilled to work with the talented team at Sid Lee on our latest marketing campaign for the National Bank Open in Toronto: *Feel History Being Made*," added Anne Belliveau, Chief Marketing and Revenue Officer, Tennis Canada. "The campaign captures the essence of the tournament as an unmissable event on the Toronto summer calendar, with the prospect of our ticket buyers witnessing history at Sobeys Stadium. We are constantly pushing the boundaries to take our events to the next level and this campaign is a true reflection of those efforts to capture the imagination and excitement of fans coming on-site."

"Our creative intent was to capture the palpable energy in the crowd during outstanding moments and celebrations. To tap into the thrill of the unknown and the natural anticipation of the sport," expressed Jean-François Dumais, ECD at Sid Lee. "The campaign is designed to set hearts racing and honour the fans as members of a collective journey; one where they'll bear witness to the next round of historic tennis moments."

Alongside the unmissable action on-court, the National Bank Open is primed to be **the** unforgettable summer event. Significant enhancements will be made to the on-site experience, from improved player relaxation, warm-up, mental health and practice facilities to elevated entertainment, retail and hospitality options for fans. That includes a new Fan Zone which will introduce the sport of tennis to attendees in various and creative ways, including virtual reality (VR), ball crew challenges and mini court activations.



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Join us and *Feel History Being Made* at the 2023 National Bank Open. [Tickets are available now](#), including full-week packages and for individual sessions. For more information, call +1 (877) 283-6647 or email [tickets@tenniscanada.com](mailto:tickets@tenniscanada.com).

#### **About the National Bank Open presented by Rogers**

The National Bank Open presented by Rogers is a Tennis Canada owned and operated world-class tournament celebrating over 129 years of the women's event from August 4-13 at IGA Stadium in Montreal and over 140 years of the men's event from August 5-13 at Sobeys Stadium in Toronto. As a Hologic WTA 1000 and ATP Tour Masters 1000 tournament, the National Bank Open presented by Rogers will showcase the world's best players. The National Bank Open presented by Rogers is the third-oldest title in tennis, behind only Wimbledon and the US Open. For more information and tickets visit [www.nationalbankopen.com](http://www.nationalbankopen.com).

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