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## **NATIONAL BANK OPEN PRESENTED BY ROGERS IN MONTREAL LAUNCHES ITS NEW MARKETING CAMPAIGN AHEAD OF THE SUMMER SEASON**

*It's not the best of women's tennis. It's the best of women's tennis.*

**Montreal, May 15, 2023** - Tennis Canada today announced the launch of its newest marketing campaign for the 2023 edition of the National Bank Open presented by Rogers in Montreal. The prestigious WTA 1000-level tournament will take place at IGA Stadium from August 4 to 13 and promises to be *the* must-see event of the summer.

This year's campaign emphasizes the quality and intensity demonstrated in women's tennis. Unfairly compared to men's tennis over the years, despite the athletes' outstanding performance on the court, the message going into the 2023 tournament is that in Montreal, *It's not the best of women's tennis. It's the best of women's tennis.*

Players on the WTA Tour, just like their counterparts on the men's side, require agility, strategy, technique, and endurance to compete at the highest level. This means that fans will get to see the best of the best, from the qualifying rounds up until Championship Sunday. When the *best of tennis* comes to town, fans will be treated to a catalogue of thrilling matches.

[Watch this year's hype video.](#)

"With players on the WTA Tour showcasing some of the highest level and skill we have ever seen, it was only fitting to make a strong statement in our campaign in support of gender equity – a conversation that tennis has consistently been at the forefront of," said Valérie Tétreault, the first female Tournament Director of the National Bank Open in Montreal. "Montreal has always been supportive of women's tennis, and the continued attendance at our events, regardless of if we are hosting an ATP or WTA tournament, shows their unwavering love and appreciation for the game."

Sid Lee, a Montreal-based international creative services firm, collaborated with Tennis Canada to produce a campaign that is entirely Quebecois, from the choice of music to the crew that worked on its production. The song "*J'entends frapper*" featured in the video, originally sung by rock artist Michel Pagliaro of Montreal, was remastered at the record label Cult Nation by Les Shirley, a trio formed in Montreal in 2018. Having an all-female rock power band perform the song doesn't just showcase incredible female talent, but also embodies the values of empowerment, resilience, and opportunity.



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“With our partnership with National Bank on a long-term equality strategy, we are deeply committed to prioritizing gender equity in the sport of tennis, and we are thrilled to have the opportunity to bring the women’s game to a new level,” said Anne Belliveau, Chief Marketing and Revenue Officer, Tennis Canada. “I also love seeing Laval’s Leylah Annie Fernandez celebrating on court while hearing a song written by a legendary rock artist from the area. Quebec has a rich history of producing some of the world’s most talented athletes and musicians, and it was important for us to highlight this in our campaign.”

Additionally, building on last year’s *Feel Tennis* campaign, the lyrics that were chosen in the video aim to resonate with both the tennis fan and the social butterfly seeking to connect with the entire range of feelings they can experience on-site at IGA Stadium, including live entertainment from local artists and exciting activities for all age groups.

“We’re privileged to collaborate with a partner like Tennis Canada, who’s always looking to challenge the norm,” says Claire Pouly, Group Account Director at Sid Lee. “This time around – by not comparing women’s tennis to men’s tennis—we’re unveiling a world of infinite inspiration. This message re-aligns us towards what should prevail in the world of sports: an environment where the recognition of talent and passion transcends gender.”

Tennis Canada encourages everyone to mark down August 4 to 13 in their calendars and join them for an unforgettable summer tennis experience featuring world-class athletes and top-notch entertainment. Regardless of who is on the court, fans will not want to miss any of the action, as they will be experiencing *the best of tennis*.

Tickets are available now, including full-week packages and individual sessions. For more information, call +1 (514) 273-1515 ext. 1 or toll-free at 1-855-TENNIS-0, 1.855.836.6470, or email [billet@tenniscanada.com](mailto:billet@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).

### **About Tennis Canada**

Founded in 1890, Tennis Canada is a non-profit, national sport association with a mission to lead the growth of tennis in Canada and a vision to become a world-leading tennis nation. Tennis Canada values teamwork, passion, integrity, innovation and excellence. Tennis Canada owns and operates the premier National Bank



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Open presented by Rogers WTA and ATP Tour events, four professional ATP and ITF sanctioned events and financially supports four other professional tournaments in Canada. Tennis Canada operates junior national training centres/programs in Toronto, Montreal, Vancouver and Calgary. Tennis Canada is a proud member of the International Tennis Federation, the Canadian Olympic Committee and the Canadian Paralympic Committee, and serves to administer, sponsor and select the teams for Davis Cup, Billie Jean King Cup, the Olympic and Paralympic Games and all wheelchair, junior and senior national teams. Tennis Canada invests its surplus into tennis development. For more information on Tennis Canada please visit our website at: [www.tenniscanada.com](http://www.tenniscanada.com) and follow us on [Facebook](#) and [Twitter](#).

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