



SOBEYS STADIUM
1 Shoreham Dr, Suite 100
Toronto ON M3N 3A6
T. 416.665.9777

STADE IGA
285, rue Gary-Carter
Montréal QC H2R 2W1
T. 514.273.1234

FOR IMMEDIATE RELEASE

U SPORTS AND TENNIS CANADA TEAM UP TO ESTABLISH TENNIS AS THE NEWEST ADDITION TO THE U SPORTS FIXTURE

Tennis becomes the first sport since curling in 2008 to be added to the U SPORTS programming

[Montreal, QC] October 20, 2023 — On Friday, Tennis Canada and U SPORTS announced exciting news for university tennis in Canada, as tennis becomes the first Pilot Sport (P3) in program history. This collaboration, which started this fall, will further improve the student-athlete experience, giving tennis players more opportunities to compete at a higher level within the Canadian education system.

The decision to unite tennis with U SPORTS stems from a shared vision of providing competitive opportunities and promoting positive experiences for all those involved in the sport. By enhancing the current university tennis events and exploring new options, the hope is that more people will continue to play tennis during, and beyond, their university years.

Quotes

Lisette Johnson-Stapley, Chief Sport Officer of U SPORTS

"We are thrilled to announce our exciting partnership with Tennis Canada, marking the integration of tennis in U SPORTS' new sport model program as a Pilot Sport. This collaboration signifies a significant milestone in our commitment to fostering athletic and academic excellence while expanding opportunities for student-athletes across the country. Together with Tennis Canada and our members, we look forward to serving as a catalyst in the development of top-tier talent in Canada and promoting the values of excellence and equity within our university communities."

Ryan Borczon, Director, Professional and National Events at Tennis Canada

"Joining U SPORTS as a Pilot Sport is a significant moment for Canadian tennis. This collaboration holds tremendous potential for the sport, and we are thrilled to work alongside U SPORTS to further enhance the Canadian University Tennis Championships. Not only will this open new doors for student-athletes, but it will also fuel the growth of tennis participation at the university level."

Additional information

- As a Pilot Sport, tennis will be part of the Partnership Sports category of U SPORTS' new sport model program. Within this classification, there are three subcategories: Pilot Sports (P3), Invitational Sports (P2), and Conference Sanctioned Sports (P1). Most sports under the Partnership Sports umbrella are primarily funded by the appropriate National Sports Organization (NSO) and operated in partnership with U SPORTS
- Throughout 2024, Tennis Canada will work with U SPORTS to build up the reputation of university tennis in hopes of moving the sport up the Partnership Sports scale. Once a sport



SOBEYS STADIUM
1 Shoreham Dr, Suite 100
Toronto ON M3N 3A6
T. 416.665.9777

STADE IGA
285, rue Gary-Carter
Montréal QC H2R 2W1
T. 514.273.1234

reaches the P1 subcategory, they can then progress to the Core National Championship Sports category, which includes sports such as hockey, basketball, and football.

- Tennis Canada will continue to host its yearly Canadian University Tennis Championships, in cooperation with U SPORTS.

About U SPORTS

U SPORTS is the national brand for university sports in Canada. Every year, over 15,500 student-athletes and 700 coaches vie for 21 national championships in 12 different sports. U SPORTS also provides high performance international opportunities at FISU Winter and Summer World University Games, World University Championships, University World Cups and various educational initiatives.

U SPORTS works in collaboration with 57 members and four conferences as well as the Canadian sport system and Corporate Canada on the growth and delivery of university sport to student-athletes across the country.

About Tennis Canada

Founded in 1890, Tennis Canada is a non-profit, national sport association with a mission to lead the growth, development and promotion of tennis in Canada and a vision to be a world-leading tennis nation. We value teamwork, passion, integrity, innovation and excellence. Tennis Canada owns and operates the premier National Bank 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 and Vancouver. 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 Web site at: www.tenniscanada.com and follow us on Facebook and Twitter.

-30-

Media Contacts

Patrick Steski
Coordinator, Communications
psteski@tenniscanada.com
613-818-6237

John Bower
Director, Marketing & Communications
jbower@usports.ca
780-667-5646