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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Psycho Bunny and Tennis Canada Announce Multi-Year Partnership

[MONTREAL, QC] January 29, 2024 - Canadian fashion label Psycho Bunny and Tennis Canada are thrilled to announce today their collaboration on an exciting new three-year partnership set to bring a unique energy to the sport, cultivating local talent and supporting the tennis community.

The multi-year partnership will see Psycho Bunny becoming the official athletic apparel sponsor of all the Canadian teams (juniors, professional players, masters, and wheelchair tennis players) and of Team Canada presented by Sobeys for both the Davis Cup and the Billie Jean King Cup events. In addition, the brand will also become the official athletic apparel sponsor of the National Bank Open presented by Rogers in both Montreal and Toronto, with a brand-new lifestyle collection created specifically for the event and accessible to the general public set to be rolled out in the coming months.

As a brand that loves tennis, Psycho Bunny is excited to showcase its unique point of view and drive the sport in a playful new direction. The brand intends to position itself on the biggest Canadian tennis stage, showcasing their performance-driven apparel front and centre.

“The excitement of watching a gripping tournament final is very similar to our make-every-moment-count ethos, lively aesthetic, and positivity, which made the decision to move into the tennis space completely natural,” said Bertrand Cesvet, Executive Marketing Director at Psycho Bunny and co-founder of the International advertising agency Sid Lee. “Collaborating with Tennis Canada forms part of our foray into the Canadian market, showcasing our brightly coloured brand on and off the court—and supporting the local sports community. It’s also our first step into the riveting world of sport and we couldn’t be more delighted.”

“We are very happy to officially welcome Psycho Bunny to the Canadian tennis family,” said Gavin Ziv, Chief Executive Officer of Tennis Canada. “As a dynamic organization always on the lookout for partners who strive not only for quality but also for originality and vibrancy, we were naturally drawn to Psycho Bunny’s brand, and we are excited that tennis fans across the country will now get the chance to enjoy their products at our events.”

While still a very young brand, Psycho Bunny has been thriving in the last few years and doesn’t show any sign of slowing down. In 2023, the brand brought onboard not only the unique vision of Cesvet, but also the expertise of former Montreal Canadiens CFO Anna Martini, who stepped in as CEO. These high-level appointments came in the wake of a nine-store expansion across Canada, with more openings projected for 2024.

Martini, a born-and-bred Canadian, believes the timing is perfect. “We wanted to make tennis our playground for some time now. And since we started amplifying our presence in our own backyard, we thought the collaboration would be a great way to appeal to sports lovers,” explained Martini.



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About Psycho Bunny

Psycho Bunny, a leading menswear label renowned for its exceptional quality and reimagined classics, has become a recognized name in the fashion industry since launching in New York in 2005. Over the years, the brand has expanded its operations worldwide and moved its headquarters to Montreal, Canada. They have built them at once distinct and positive point of view around the brand's key values, which include an obsession with quality, a vibrant ever-changing colour palette, and a final product that makes a lasting impression. Thanks to its innovative leadership and dedicated team, Psycho Bunny has tripled its business in the past two years, showcasing the company's commitment to delivering the best products and services to its customers. Psycho Bunny is set to operate more than 100 stores worldwide by the end of 2023, reinforcing the brand's position as a leader in the men's fashion landscape.

About Tennis Canada

Founded in 1890, Tennis Canada is a non-profit, national sports 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 website at: www.tenniscanada.com and follow us on Facebook and Twitter.

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INFORMATION

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