



FEEL HISTORY BEING MADE IN MONTREAL: NEW MARKETING CAMPAIGN FOR THE NATIONAL BANK OPEN PRESENTED BY ROGERS

In 2024, IGA Stadium will welcome the biggest stars of the ATP Tour

Tennis Canada officially launched its [new marketing campaign](#) today for the 2024 edition of the National Bank Open presented by Rogers (NBO) in Montreal. As the best of men's tennis arrives at IGA Stadium in less than 11 weeks, the tournament has used its new campaign to send a strong message to fans: every year, fans can feel history being made right here, in Montreal!

Created in collaboration with the international creative agency Sid Lee, based in Montreal, the campaign features a striking video advertisement. Using Montreal as an iconic backdrop, the ad features a shadowed figure poised to break into the spotlight. Highlighting some of the best moments of Canadian players in the tournament, the video also blends images of popular former champions who have marked the NBO's history with those of rising stars on the circuit who are beginning to write their own.

“The National Bank Open presented by Rogers in Montreal has always been the scene of great moments, surprises, and twists. This is what inspired our new campaign, which is a promise to fans: every match at IGA Stadium can change the course of history,” said Valérie Tétreault, director of the National Bank Open in Montreal.

“Our event certainly evokes unforgettable memories, such as the multiple titles won by players like Rafael Nadal (three titles in Montreal), Novak Djokovic, and Andy Murray (two trophies each at IGA Stadium). However, it is worth noting that our last four champions in Montreal have all been different, and a new generation of players, including Carlos Alcaraz, Jannik Sinner, Félix Auger-Aliassime, and many others, is progressively establishing itself on the circuit. With matches promising to be more competitive than ever, one thing is certain: this summer, nothing is set in stone, and we will be there, ready to feel history being made again.”

The trend that has emerged at the National Bank Open in recent years (four different champions) mirrors what is happening this season in the Masters 1000 category tournaments. In fact, until now, each 2024 event has crowned a different player:

- Indian Wells: Carlos Alcaraz
- Miami: Jannik Sinner (reigning NBO champion)
- Monte-Carlo: Stefanos Tsitsipas
- Madrid: Andrey Rublev
- Rome: Alexander Zverev

This unprecedented parity is also accompanied by a significant Canadian contingent among the world tennis elite, including members of the Canadian team that won Canada's first-ever Davis



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Cup title in 2022 (Auger-Aliassime, Denis Shapovalov, Gabriel Diallo, and Alexis Galarneau), as well as former ATP No. 3 Milos Raonic, who recently reached the quarterfinals in Rotterdam.

However, the unforgettable experiences at the National Bank Open are not limited to tennis—the 2024 event will once again be a must-attend part of the summer season in the metropolis. Starting strong with free admission for all from August 3 to 5 during the traditional IGA Family Weekend in association with VIA Rail Canada, the NBO will offer a wide range of activities for all tastes and promises numerous opportunities to interact with the top stars of the ATP Tour.

Important note: this summer, the tournament will start a day later than usual due to the Olympics. While the public can enjoy the site and watch athletes practice from Saturday, August 3, the qualifications will take place on Sunday, August 4, and Monday, August 5. The main draw matches will begin on Tuesday, August 6, with the singles and doubles finals played in the evening session on Monday, August 12.

INFORMATION AND TICKETS

Tickets are still available for the tournament, ranging from individual sessions to weekly or group packages. To purchase your tickets and be part of history, [click here](#).

For any questions or additional information, contact us directly at 1-855-836-6470, ext. 1, or by email at billet@tenniscanada.com.