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FOR IMMEDIATE RELEASE

TENNIS CANADA TO CELEBRATE JUNE AS FIRST-EVER TENNIS MONTH IN CANADA

A series of activities will be held across the country, including Rogers First Set “Try Events”

[MONTREAL, QC] May 16, 2024 – Tennis Canada today announced the launch of Tennis Month in Canada, a nationwide celebration of tennis that will run throughout the month of June. Created in collaboration with the Provincial and Territorial Tennis Associations (PTTAs), Tennis Month in Canada aims to inspire people of all ages and abilities across the country to participate in fun tennis events in their community.

"We are extremely excited to launch Tennis Month in Canada, which will be taking place in June," said Eva Havaris, Senior Vice President, Tennis Development and Partnerships at Tennis Canada. "We've partnered with our PTTAs to invite Canadians from coast to coast to be part of Tennis Month in Canada and experience the amazing benefits this sport has to offer people, regardless of age or level of play."

According to the results of a YouGov Canada study commissioned by Tennis Canada, the sport of tennis in Canada is set to soar after experiencing a spike in interest and participation in 2023. Nearly 5 million Canadians picked up a racquet in the past year, and youth participation (ages 6-17) has grown significantly (+11 per cent over 2022). To encourage this growth, it's essential to offer more opportunities for people to participate in the sport, and Tennis Month in Canada is a way to do just that.

The month-long celebration also seeks to make tennis more accessible to Canadians from all walks of life. By offering accessible and supervised public activities at various locations during June, Tennis Canada and the PTTAs aim to reduce any barriers that prevent people from trying tennis.

While many activities suitable for all will be offered across communities, Tennis Canada and the PTTAs will be focusing on offering “Try Events” through the Rogers First Set program.

In July 2023, in partnership with Rogers, Tennis Canada launched Rogers First Set – a program dedicated to introducing tennis to youth and families across Canada. To ensure that new tennis players can identify themselves as such, the program is play-based and helps youth acquire the fundamental skills of tennis through four key pillars: Try, Learn, Play and Compete.

Try Events, which are part of the Rogers First Set program's first pillar, provide participants with the opportunity to build connections and improve their confidence on and off the tennis court in a safe and enjoyable environment. This summer, several dozen Rogers First Set programs and events will take place, kicking off with a range of Try Events during Tennis Month in Canada.

“Having an official tennis month is a way to galvanize the tennis community to collectively showcase the many great programs and offerings available in communities across the country. Together, we hope to inspire people of all ages and abilities to give tennis a try and reconnect people with the sport,” added Havaris.



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Tennis Month in Canada activities will be offered at many different locations, from clubs and tennis centres to nearby parks in various communities. For more information on Tennis Month in Canada and to find an event near you, visit www.tenniscanada.com/play/tennis-month/.

To learn more about Rogers First Set and to register to receive program updates, please click [here](#) to consult the program's dedicated webpage.

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, it financially supports 15 other professional tournaments in Canada, as well as operating more than 60 events nationally across junior, wheelchair, university and Masters tennis categories. 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 masters tennis 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 LinkedIn, X, Facebook and Instagram.

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