



**FEEL THE BEST OF  
WOMEN'S  
TENNIS**



**AUGUST  
4-12**

**FOR IMMEDIATE RELEASE**

**CELEBRATE PRIDE DAY AT THE 2024 NATIONAL BANK OPEN**  
*Tennis Canada partners with You Can Play to host Pride celebration during Tuesday August 6's day session*

**[TORONTO, ON] June 6, 2024** – Tennis Canada will partner with You Can Play to host its annual Pride Day at the National Bank Open presented by Rogers in Toronto during Tuesday, August 6's day session. Pride Day at the NBO celebrates the 2SLGBTQ+ community through on-site initiatives and activations at Sobeys Stadium.

"Pride Day at the NBO is a way for us to show our support for the 2SLGBTQ+ community across Canada and the world," said Karl Hale, Tournament Director of the Toronto NBO. "Equity, diversity, and inclusion remains a focus of Tennis Canada, and hosting this event is a key initiative for us. We would like to say a huge thank you to our partner, You Can Play, for their incredible support for the community and our Pride celebration."

Fans are invited to access a special ticket offer for Pride Day to save 25% on lower-bowl seating by using the code TO24PRIDE [here](#).

You Can Play, an initiative to support and encourage safe participation in sport, will be presented at the NBO to celebrate inclusion. Fans are encouraged to visit the You Can Play booth on the grounds of Sobeys Stadium during Pride Day to learn more about inclusion in sport. Last year, the You Can Play booth hosted former men's doubles World No. 1 and two-time Grand Slam champion Jamie Murray, who signed autographs and took pictures with fans. This year, fans can expect a similar experience with one of the stars of the WTA Tour.

"We are so excited for Tennis Canada's Pride Day at the National Bank Open in Toronto," said Kurt Weaver, Chief Operations Officer at You Can Play. "The visibility this brings to the 2SLGBTQ+ community is immense. We appreciate the commitment to inclusion, partnership with the tournament and Tennis Canada to ensure tennis is a place for every athlete, participant and fan no matter their sexuality or gender identity."

As well as You Can Play's booth, other Pride Day activations include ceremonial coin tosses by Andrew Matheson, Tournament Director of the Canadian Gay Open (CGO), and a You Can Play representative prior to the first and second matches. Around the grounds, the NBO mascots will wear Pride-themed outfits, while a limited number of giveaways will be distributed to fans on-site.

**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 130 years of the women's event from August 4-12 at Sobeys Stadium in Toronto and over 140 years of the men's event from August 3-12 at IGA Stadium in Montreal. 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).



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