



FOR IMMEDIATE RELEASE

A SENSATIONAL NEW PROGRAM AT THE 2024 NATIONAL BANK OPEN PRESENTED BY ROGERS

- *From August 3 to 5, IGA Stadium opens its gates and offers free admission to the IGA Family Weekend*
- *Sports stars from the PWHL and CF Montréal will take part in the activities*

[MONTRÉAL, QC] July 30, 2024 – As the National Bank Open presented by Rogers (NBO) makes tennis history at IGA Stadium in Montréal from August 3 to 12, fans can also experience unique moments on the grounds thanks to a sensational new program during the IGA Family Weekend.

QUOTE

“We’re very proud of the program we’ll be offering this summer to fans visiting the site of the National Bank Open in August,” says Valérie Tétrault, Tournament Director for the Montreal event. “Although our event welcomes the world’s best tennis athletes every year, it has become more than just a sporting event: it’s an accessible, must-see festival on the Montreal summer calendar. We look forward to seeing local and international visitors enjoy our many activations, the atmosphere on site and the incredible tennis spectacle that awaits us all!”

PROGRAM

IGA FAMILY WEEKEND: THE DESTINATION FOR FAMILIES IN MONTRÉAL

Like every year, the IGA Family Weekend in association with VIA Rail Canada and Kamik Canada will kick off the tournament festivities as IGA Stadium opens its gates to everyone. With a slightly different schedule owing to the Paris Olympics, the grounds will be accessible at no cost from Saturday, August 3 to Monday, August 5, from 10 a.m. to 5 p.m., so fans can watch the qualifying matches and training sessions featuring the world’s top players.

Among the myriad of free activities planned for fans of all ages:

- **Ball hockey showdown presented by Knapper featuring stars of the PWHL and ATP on Saturday, August 3 at 2 p.m.:** The NBO’s traditional ball hockey game is back again with the ATP set this time to face players from the PWHL. Playing for the honour of professional hockey will be Maureen Murphy, Erin Ambrose and Gabrielle David. Other names will be revealed closer to the start of the event.
- **NBO Celebrity Tennis Tournament on Sunday, August 4 at 1 p.m.:** The NBO Celebrity Tennis Tournament returns this year as eight Québec celebs go head-to-head in a friendly doubles tournament on the courts at IGA Stadium. Comedian Jean-Thomas Jobin, TV sports commentator Charles-Antoine Sinotte, actors Félix-Antoine Tremblay and Léa Roy, musicians Guillaume Beauregard and Marie-Ève Roy of Vulgaires Machins and former NHLers Antoine Roussel and Alex Burrows will all be in action.

The Celebrity Tennis Tournament final will be decided before the NBO’s opening night on Tuesday, August 6 at 6:30 p.m.



- **Soccer game with CF Montréal stars on Monday, August 5 at 2:30 p.m.:** The annual ATP vs. CF Montréal soccer game is another popular NBO feature that's back with a vengeance this year. CF Montréal stars Samuel Piette, Jonathan Sirois, Sébastien Breza, Joel Waterman, Fernando Alvarez and George Campbell will hit the court as they take on Team ATP.
- **Rogers First Set intro to tennis from August 3 to 7:** Created to introduce kids to tennis, the Rogers First Set activity will be front and centre in the Tennis Canada Fans Zone at IGA Stadium. With it's holistic focus, Rogers First Set aims to help young players enhance their skills and grow into good people. [Click here](#) to learn more.
- **Mental Timeout initiative supported by Beneva:** The Mental Timeout initiative supported by Beneva is also back this year. In addition to yoga and pet therapy, it's the opportunity to sign Tennis Canada's *Positive Court Pledge* and send supportive postcards to players.

For more information on all the activities and to reserve your free IGA Family Weekend pass: nationalbankopen.com/montreals-family-experience

FUN ALL WEEK LONG

The tournament officially kicks off on August 6 with the start of the main draw matches, and there are lots more exciting activities and activations leading up to the final.

- **Tennis Canada Fans Zone:** The Tennis Canada Fans Zone will welcome fans throughout the tournament. The very popular space has been revamped to offer a wide range of activities so everyone can discover tennis in all its physical and digital forms.
- **Pride Day and Opening Night on August 6:** On the first day of main draw matches, the NBO will celebrate Pride. Promotional items in Pride colours will be randomly handed out to the first ticket holders to arrive at IGA Stadium, and several activations are planned. In the evening, the final of the Celebrity Tennis Tournament will officially kick off the competition.
- **Celebrating Canada Day at the NBO on August 7:** Canada will be in the spotlight on Wednesday, August 7, when Denis Shapovalov and Félix Auger-Aliassime—the top two Canadians in the world—play the first matches of the day (Shapovalov) and evening (Auger-Aliassime) sessions. And before the evening tennis gets underway on Centre Court at IGA Stadium, the NBO will honour Louis Borfiga, who was inducted into the Tennis Canada Hall of Fame in July, in recognition of his tremendous contribution to Canadian tennis and the key role he played in the creation and development of the National Tennis Centre presented by Rogers in Montréal.
- **National Bank Day and the Purple out Evening on August 8:** Gender equity in tennis, which is one of Tennis Canada's and National Bank's top priorities, will be in the spotlight on August 8, as fans are invited to dress all in purple. Further details on this very special event will be released in the next few days.
- **Billie Jean King Cup trophy ceremony on August 11:** Before the evening semifinals, the NBO will honour several of the Québec tennis players who've been part of Team Canada over the years. The event will celebrate the work of the pioneers who built the foundations that led the team to bring the 2023 Billie Jean King Cup home for the very first time in our nation's history.



- **Alexandra Strélski to perform on Centre Court on August 12:** ahead of the men's singles final on Monday, August 12, IGA Stadium will feel tennis as the Félix and Juno Award-winning Montrealer kicks off the evening's pre-match festivities with a performance on Centre Court that will enthrall fans and showcase our local culture and talent to the millions of TV viewers in over 175 countries who will be tuning into the ultimate showdown.

The NBO will also feature many more activities and concessions, including a Psycho Bunny pop-up store. As Tennis Canada's official sportswear partner, Psycho Bunny is the ultimate stop for anyone who wants to dress for tennis! At the tournament boutique, fans can browse Tennis Canada's lifestyle collection and NBO merchandise, including exclusive items such as the Game. Set. Equity top and Tennis Canada fedora, with net proceeds from the tournament to the development of tennis across the country.

- [Click here](#) to discover all the program details.
- [Click here](#) to purchase tickets.

Download the NBO app to get even closer to the action. Access live scores, the order of play, results and the latest tournament news. Updated tournament details will be released on August 4, just in time for the first qualifying match. [Download the app](#) for your Apple or Android device today.

About the National Bank 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 Sobey's Stadium in Toronto and over 140 years of the men's event from August 3-12 at IGA Stadium in Montreal. As a 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.

-30-

Information

Marc-Antoine Farly
Senior Manager, Communications
mafarly@tenniscanada.com
+1 (514) 444-3556

Patrick Steski
Coordinator, Communications
psteski@tenniscanada.com
+1 (613) 818-6237