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FOR IMMEDIATE RELEASE

OWNER OF CANADA'S FIRST WNBA FRANCHISE LARRY TANENBAUM TO RECEIVE INAUGURAL UNMATCHED AWARD FOR INVESTMENT IN WOMEN'S SPORT

Award will be presented at the third annual UNMATCHED: Gender Equity in Sports Conference in Toronto

TORONTO, July 31, 2024 — Tennis Canada is delighted to announce that Larry Tanenbaum, Toronto-based Canadian sports executive and 30-year veteran of building championship-caliber teams, will be the inaugural recipient of a prestigious award at the 2024 UNMATCHED: Gender Equity in Sports conference presented by Tennis Canada and National Bank on Wednesday, August 7.

The first-of-its-kind *UNMATCHED Award for Investment in Women's Sport* will be presented to Tanenbaum, Chairman of Kilmer Sports Ventures and Maple Leaf Sports & Entertainment, for his contribution to the development and advancement of women's sport in Canada.

Among his many efforts to *champion equity* in sport, Tanenbaum's recent acquisition of Canada's first WNBA franchise is *unmatched* for its future impact on not just women's basketball but on sports generally in Canada.

"This year's UNMATCHED conference marks the first time we will be presenting the *Unmatched Award*, and we are thrilled to honour Mr. Larry Tanenbaum as the inaugural recipient," said Eva Havaris, Senior Vice President of Tennis Development and Partnerships at Tennis Canada. "His commitment to raising the bar sets a new standard for investment in women's sport in Canada and will undoubtedly create a legacy across the Canadian sport landscape. This is the start of establishing a tradition of celebrating Canadian leaders who are Unmatched in their commitment to advancing sport for women and girls in Canada and who, through their actions, inspire more *Champions of Equity* in years to come."

WHAT IS THE UNMATCHED AWARD FOR INVESTMENT IN WOMEN'S SPORT?

Presented annually, the *Unmatched Award* will honour an organization or individual who has materially invested in the development of women's sport. Recipients of the award will be selected based on their major contributions to achieving gender equity and changing the game for future generations.

In partnership with National Bank, Tennis Canada hosts the annual UNMATCHED conference with the aim of motivating attendees to make gender equity a priority and take action by bringing a next gen leader in their organization as a guest to promote mentorship and accessibility. While past keynote speakers include Billie Jean King in 2022 and Maria Sharapova in 2023, this August, it will be seven-time Grand Slam champion, entrepreneur and pioneer in the WTA's drive for equity, Venus Williams.

The conference is part of Tennis Canada's [Game. Set. Equity.](#) commitment in partnership with National Bank. A limited number of tickets are still available. Click [here](#) to buy yours now.



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Venue: Paramount Event Space | 222 Rowntree Dairy Road, Vaughan, ON, L4L 9T2
Wednesday August 7, 2024 | 11:30 a.m. – 5:30 p.m. EST

For more information about the conference please click [here](#).

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, 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 LinkedIn, X, Facebook and Instagram.

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