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FOR IMMEDIATE RELEASE

TENNIS CANADA RECEIVES GOVERNMENT OF CANADA SUPPORT FOR NATIONAL BANK OPEN PRESENTED BY ROGERS IN TORONTO

[TORONTO, ON] July 26, 2024 – Tennis Canada was one of several southern Ontario-based sports organizations to receive Government of Canada support, through the Federal Economic Development Agency for Southern Ontario ([FedDev Ontario](#)), to drive tourism to the area.

Today, the Honourable Judy A. Sgro Member of Parliament for Humber River–Black Creek, visited Sobeys Stadium, the home of the National Bank Open presented by Rogers in Toronto, to make the announcement and tour the facility, which is set to host the world-renowned women’s professional tennis tour, the Women’s Tennis Association (WTA), from August 4-12.

Tennis Canada allocated the \$250,000 towards the execution of its bespoke targeted campaign for the National Bank Open in Toronto, which has the tagline *The Best of Women’s Tennis*. The campaign reflects the strength of the women’s game and emphasizes: *It’s not the best of women’s tennis, it’s the best of tennis, period*. True to that message, its soundtrack is Canadian icon Shania Twain’s empowering 1999 hit “Man! I Feel Like A Woman!”

The campaign is helping grow the globally recognized event while attracting more domestic and international tourists to the region, resulting in significant spillover benefits for the local economy. Annually, the National Bank Open events in Toronto and Montreal see tens of millions of dollars in tourist spending and reach a combined 87 million viewers.

QUOTES

“Sports tourism plays a vital role in boosting local economies by attracting visitors from all over, resulting in opportunities for growth across the region. Our government is happy to support sports organizations, like Tennis Canada, which are working hard to create exciting events and experiences across southern Ontario.”

- **The Honourable Filomena Tassi, Minister responsible for the Federal Economic Development Agency for Southern Ontario**

“Southern Ontario’s tourism sector is an incredibly important economic driver and provides jobs for Canadians from all walks of life. Through the Tourism Growth Program, the Government of Canada is supporting organizations like Tennis Canada. As we continue to invest in the sector, we will help bring more domestic and international visitors to the region to discover all that it has to offer.”

- **The Honourable Soraya Martinez Ferrada, Minister of Tourism**

“Each year thousands of sports enthusiasts come to Toronto to take part in the energy and excitement of Tennis Canada’s National Bank Open presented by Rogers. Ensuring key events like this one continue to attract local and international fans allows the tourism sector and local economy to thrive. Our government is proud to support organizations like Tennis Canada that are doing this important work.”



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- **The Honourable Judy Sgro, Member of Parliament for Humber River–Black Creek**

“We are very grateful for the financial support given to us by the Government of Canada and FedDev Ontario via the Tourism Growth Program. This has allowed us to expand our reach to new audiences and, in turn, attract new fans to attend the National Bank Open presented by Rogers in Toronto. We are very proud of this year’s campaign, which emphasizes our continued focus on gender equity in the sport. We are sure it will expand our ability to attract tourism and, therefore, drive economic value.”

- **Gavin Ziv, Chief Executive Officer, Tennis Canada**

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.

About FedDev Ontario

For 15 years, the Government of Canada, through [FedDev Ontario](#), has worked to advance and diversify the southern Ontario economy through funding opportunities and business services that support innovation, growth and job creation in Canada’s most populous region. The Agency has delivered impressive results, which can be seen in southern Ontario businesses that are creating innovative technologies, improving productivity, growing revenues, creating jobs, and in the economic advancement of communities across the region. Learn more about the impacts the Agency is having in southern Ontario by exploring our [investment profiles](#), our [Southern Ontario Spotlight](#), and FedDev Ontario’s [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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