



WELCOME TO THE  
**TENNIS  
PLAYGROUND**



**FOR IMMEDIATE RELEASE**

## **100 DAYS OUT FROM 2025 NATIONAL BANK OPEN PRESENTED BY ROGERS: FIRST-EVER EXPANDED PROGRAM REVEALED**

***407 ETR Family Weekend returns to kick off the tournament, while brand-new Tennis Fest highlights second weekend***

***UNMATCHED: Gender Equity in Sports Conference to be held on-site at Sobeys Stadium for the first time***

**[TORONTO, ON] April 17, 2025** – The countdown to the 2025 National Bank Open presented by Rogers (NBO) has officially begun. Soon, the top players on the ATP Tour will descend upon Toronto, and to celebrate being 100 days out from the tournament, Tennis Canada is offering a first look at the reimagined programming that will showcase our new identity as the *Tennis Playground* and kick off a redefined era for the event.

As the NBO ushers in a fresh format for the tournament – a 12-day, 96-player main draw – it also promises to transform the off-court experience for fans who visit Sobeys Stadium from July 26 to August 7. Innovative and exciting initiatives geared towards fun and entertainment are being introduced this summer that promise to create a playful and welcoming atmosphere for all.

“Every year, we continually strive to enhance the overall experience for fans attending the National Bank Open,” said Karl Hale, Tournament Director, National Bank Open - Toronto. “With the launch of our expanded format and redefined tournament identity, the *Tennis Playground*, we have aimed to create an atmosphere that will allow fans to enjoy the tournament like never before. As our event continues to grow in popularity, our full slate of new, on-site activities and experiences, both on and off the court, will cater to people of all ages and interests, proving the *Tennis Playground* has something for everyone.”

Highlights of the 2025 NBO schedule include:

### **407 ETR Family Weekend – July 26-27**

World-class tennis is more accessible than ever as the popular 407 ETR Family Weekend returns, giving the public free access to Sobeys Stadium grounds. Beginning this year, qualifying will be a one-day affair on Saturday, July 26, with 32 players vying for a place in the main draw, and on Sunday, July 27, a noteworthy slate of first-round matchups will take place during the day and night. The weekend will also include fun activities and activations for people of all ages located throughout the site, while fans will have the chance to watch some of the world’s top men’s tennis players up close.

### **Main Draw First Week – July 27 to August 1**

The NBO will have a variety of themed days and nights planned during the first week, each promising to deliver a unique experience. The themed programming will include:

- **Opening Night:** A spectacular celebration of the tournament’s new identity, the *Tennis Playground*
- **Community Day:** The NBO will welcome children from underserved communities to enjoy unforgettable tennis moments, while also bringing together pillars of the tennis industry, such as donors, ambassadors, and key partners that Tennis Canada wishes to celebrate



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- **Rogers First Set Day:** Youth and families will be invited to discover tennis, learn fundamental skills in a fun, positive, and welcoming environment, and embrace tennis as a sport for life
- **Retro Night:** Attendees will be encouraged to reach into the back of their closets to sport their best vintage tennis outfits as they travel back in time to remember iconic tennis moments
- **National Bank Day:** A day dedicated to continuing to promote gender equity in tennis and highlight inspirational women in sport

Several corporate partners will also bring the *Tennis Playground* to life with their own themed days, including Psycho Bunny, Emirates, Audi, and others. More details will be confirmed at a later date.

### Tennis Fest – August 2-3

New this summer, Tennis Fest is a can't-miss event during the NBO's second weekend (August 2-3). Tennis Fest will offer fans a one-of-a-kind on-site experience, celebrating all forms of tennis. The two-day event will feature even more must-see entertainment, hands-on activities, and distinctive food and beverage offerings exclusive to the second weekend.

### UNMATCHED: Gender Equity in Sports Conference – August 5

The UNMATCHED: Gender Equity in Sports Conference presented by Tennis Canada and National Bank returns, but this year, we're bringing the inspiring conversation to the NBO. For the first time in its four-year history, UNMATCHED will be hosted on-site at Sobeys Stadium, in the VIP Lounge presented by Audi. With the theme *Stronger Together*, athletes, leaders, and advocates from home and abroad will come together on Tuesday, August 5, to promote equity in sports and engage in impactful discussions that inspire action to advance equity for women and girls in sports. Past editions have featured high-profile names such as Billie Jean King, Maria Sharapova, and Venus Williams.

More details on UNMATCHED will be revealed in the coming weeks. [Click here](#) to be among the first people notified when tickets go on sale.

### Championship Week – August 4-7

Welcome to primetime, as the final week of the NBO will see all matches take place during evening sessions for the first time. Under the lights at Centre Court – ideal for fans on-site and watching from home – these sessions promise must-see tennis as they showcase standout players from earlier rounds vying for a spot in the final.

### TICKETING INFORMATION

Check out The Ultimate Ticket Guide to the 2025 NBO Redefined Experience [here](#) to learn more.

Fans can buy tickets for the National Bank Open in either city by following the links below:  
[Toronto](#) (ATP Tour) | [Montreal](#) (WTA Tour)

### About the National Bank Open presented by Rogers

The National Bank Open presented by Rogers is a world-class tournament owned and operated by Tennis Canada. In 2025, the event enters a new era with an expanded 12-day format that features a 96-player main draw. As a Hologic WTA 1000 and ATP Tour Masters 1000 tournament, it will showcase the world's top tennis players in Montreal and Toronto from July 26 to August 7. The women's event, celebrating more than 130 years of history, will take place at IGA Stadium in Montreal. The men's event, celebrating more than 140 years of tradition, will be held at Sobeys Stadium. The National Bank Open



WTA 1000



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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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