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## **100 DAYS OUT FROM THE 2025 NATIONAL BANK OPEN: A REFRESHED AND EXPANDED PROGRAM IS UNVEILED**

***UNMATCHED: Gender Equity in Sports Conference comes to Montreal for the first time***

**[MONTREAL, QC] April 17, 2025** – The countdown to the 2025 National Bank Open presented by Rogers (NBO) in Montreal has officially begun! To celebrate the 100-day mark before its kickoff, the tournament, which will take place from July 26 to August 7, is offering fans a first look at its brand-new summer program.

In addition to adopting an expanded 12-day main draw format featuring 96 players, the 2025 edition promises a redefined experience both on and off the court. Inspired by Montreal's signature festive vibe, the new offerings will bring a friendly, fun, and fully inclusive atmosphere. Here are some highlights of what fans can look forward to:

- **IGA Family Weekend – July 26 & 27**  
The iconic IGA Family Weekend, a signature event of the National Bank Open that gives the public free access to IGA Stadium grounds and makes tennis more accessible than ever, returns this year. Now held over two days (across three sessions), the event will offer a variety of activities for all age groups and give families the chance to see some of the world's top women's tennis players up close.
- **Main Draw First Week – July 27 to August 1**  
This year, the tournament will introduce new themed days, each featuring unique activities and activations to be unveiled closer to the event. The programming will include:
  - **The Official Opening Night** will launch the new format in grand style and celebrate the tournament's 45th anniversary.
  - **Community Day** will see the NBO open its doors to children from communities with limited access to tennis, offering them unforgettable moments. The day will also celebrate key figures in Canada's tennis community, including donors, ambassadors, and partners.
  - **Rogers First Set Day** will encourage fans of all ages to discover and try tennis and embrace it as a sport for life.
  - **Retro Night** will invite guests to wear their best vintage tennis outfits and relive iconic moments in tennis history.
  - **National Bank Day** will once again be dedicated to promoting gender equity in tennis and women's sport, but will also celebrate the 20-year partnership between National Bank and Tennis Canada.
  - Several corporate partners will also bring the Tennis Playground to life through dedicated theme days, including Psycho Bunny, Audi, and many more. Further details will be announced closer to the tournament.
- **Tennis Fest Weekend – August 2 & 3**  
A new major addition this summer is **Tennis Fest**, a fresh, must-visit event. This celebration invites fans to experience a reinvented tennis atmosphere with enhanced activations centred around three pillars: tennis in all its forms, entertainment, and gastronomy!



- **Championship Week – August 4 to 7**

The final days of the NBO will offer a brand-new experience, with all matches held **exclusively in the evening** for the first time. These primetime sessions—ideal for both in-person and TV audiences—will showcase the top-performing players from earlier rounds and promise world-class tennis under the lights of the iconic Centre Court.

"Each year, we strive to push our limits to enhance our fan experience—through our programming, activations, offerings, and accessibility," said **Valérie Tétéreault**, Tournament Director. "With our new format and the launch of our new identity, *The Tennis Playground*, our goal is simple: to let fans take ownership of the event and the venue, and to create unforgettable memories."

For the Ultimate Guide to Visiting IGA Stadium, [click here](#).

Fans can also buy tickets for the National Bank Open by following this link: [Tickets](#)

### **UNMATCHED Conference comes to Montreal – A Platform to Propel Women’s Sport – August 6**

Tennis Canada is also thrilled to announce the arrival of the UNMATCHED: Gender Equity in Sports Conference in Montreal on Wednesday, August 6 at IGA Stadium. Hosted in Toronto for the past three years in partnership with National Bank, the conference promotes gender equity and amplifies the visibility of women’s sports in Canada. Past editions have featured high-profile names such as Billie Jean King, Maria Sharapova, and Venus Williams.

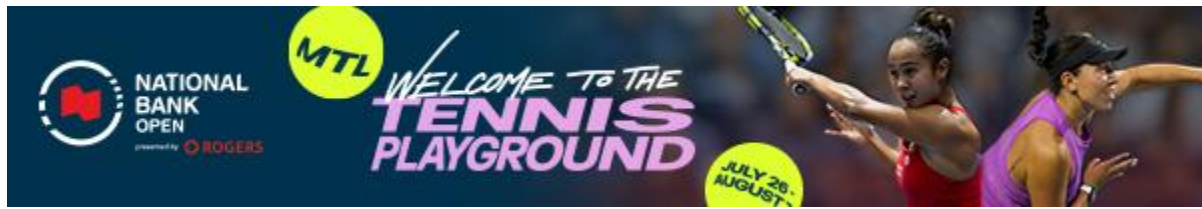
"We are thrilled to bring a chapter of the UNMATCHED Conference to Montreal this summer as the WTA’s top players come to town," added Tétéreault. "Over the past three years, UNMATCHED has served as a true catalyst for transformation in women’s sport—both inspiring and mobilizing industry partners and actors, while creating lasting, positive change for women and girls."

For its Montreal edition, Tennis Canada will collaborate with Collective Pivot, an organization that builds on the sports industry’s power to influence social change and promote the power of women in sports. While more details — including the full speaker lineup and conference theme — will be revealed in the coming weeks, pre-registration is now open to be among the first people notified when tickets go on sale.

To subscribe to the notify list, [click here](#).

### **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 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).



## Media Contact

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