



WELCOME TO THE
**TENNIS
PLAYGROUND**



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WELCOME TO THE TENNIS PLAYGROUND: NATIONAL BANK OPEN LAUNCHES NEW IDENTITY TO DEFINE A NEW ERA

This isn't just a tournament. It's an open invitation.

[TORONTO, ON] April 7, 2025 – Tennis Canada is set to push the boundaries of tennis as we know it, taking the game beyond the court and redefining the experience for fans, players and partners at the National Bank Open presented by Rogers (NBO) after launching the tournament's new identity today.

Welcome to the Tennis Playground. That's the open invitation Canada is extending to the global tennis community.

Far more than just a campaign, the *Tennis Playground* embodies a collective mindset and the start of a new era for the NBO, the third-oldest tennis tournament in the world, as we prepare to host the first-ever expanded 12-day, 96-player main draw ATP and WTA 1000 events in Toronto and Montreal. It is welcoming, playful and proud, reflecting a quintessentially Canadian personality that represents our country, tournaments and the people that make them so special.

"The Tennis Playground is the perfect new identity for the National Bank Open presented by Rogers. It will truly make us stand out, which is fitting as we operate under a unique model as a National Sports Organization hosting an internationally renowned tennis event. It gives us the license to focus on both the action taking place on the court and all the great work being done off it to grow our sport. It feels appropriate to launch this new identity to coincide with the NBO's expansion, as fans prepare to enjoy more days, more matches, more sessions and to watch more players in action in 2025. It suits a tournament that belongs among the world's best."

- **Valerie Tetreault, Tournament Director, National Bank Open – Montreal**
- **Karl Hale, Tournament Director, National Bank Open – Toronto**

More will also be added to our off-court program, with several exciting new initiatives set to be confirmed in the coming weeks and months to create a holistic tennis experience for all. The NBO has always been a tournament unlike any other, with two cities and an entire nation providing the backdrop for a week-long celebration of the sport. Now, Canada's premier tennis tournament is ready to take it to the next level as it joins an elite group of two-week events on the ATP and WTA Tours.

"The launch of Tennis Playground marks a bold new era for the National Bank Open presented by Rogers, where world-class on-court action doesn't stop at the sidelines — it comes to life everywhere. This year, we're transforming the tournament into the ultimate summer experience, bringing the energy, excitement, and social spirit of the game beyond the court. Our fans can look forward to immersive experiences, live entertainment, and vibrant social spaces because the NBO is more than a tournament, it's the can't miss event of the summer. Ultimately, we want to create an environment where tennis is for all - all backgrounds, abilities and age groups."

- **Nathalie Tremblay, Vice President, Marketing Strategy & Customer Experience, Tennis Canada**

Headlined by TV spots ([Toronto](#) | [Montreal](#)) which feature marquee Canadians Leylah Annie Fernandez, Bianca Andreescu, Félix Auger-Aliassime, Denis Shapovalov and global superstars Iga Swiatek, Aryna Sabalenka, Carlos Alcaraz and 2023 NBO champion Jannik Sinner, the *Tennis Playground* will become the driving force behind Tennis Canada's promotional efforts for the events. It will be visible across all the NBO's owned digital and social media channels, as well as via our global broadcast partners starting today.



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"With this new positioning, our ambition for the coming years is to offer the same level of play and entertainment on court and outside of it, thus transforming the stadiums in Toronto and Montreal into true playgrounds where everyone is invited to play in their own way. Already recognized by players as an event where play and fun naturally come together, this new positioning also reflects the summer spirit of Canadians: making the most of every moment. This year marks the beginning of a story we want to write together, with players, fans, and even non-tennis fans — edition after edition."

- **David Allard, Director, Creative and Innovation, Sid Lee, who collaborated closely with Tennis Canada on developing the *Tennis Playground***

So, tennis fans far and wide, it's our pleasure to say: *Welcome to the Tennis Playground. [Come Play!](#)*

TICKETING INFORMATION

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 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.

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