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FOR IMMEDIATE RELEASE

DENIS SHAPOVALOV NAMED OFFICIAL AMBASSADOR OF ROGERS FIRST SET, COMMITTED TO GROWING TENNIS AND GIVING BACK TO CANADIAN YOUTH

Davis Cup champion to inspire next generation through national grassroots program and help Tennis Canada achieve goal of getting 100,000 more youth playing tennis by 2027

[TORONTO, ON] June 23, 2025 – Driven by a deep desire to give back to the sport that shaped his life, Canadian tennis star and 2022 Davis Cup champion Denis Shapovalov has been announced as the inaugural ambassador of [Rogers First Set](#), a national grassroots initiative developed to grow the game by introducing youth and families across Canada to tennis.

Shapovalov's ambassadorship makes him the face of Rogers First Set, which has seen a significant surge in participants since its launch two years ago with an expected 2,000 Canadians to be introduced to tennis through the program in 2025. The 26-year-old will take part in several promotional opportunities, including during the National Bank Open presented by Rogers in Toronto next month. Rogers First Set Day will be celebrated on Tuesday, July 29.

"I'm excited to be named the first official ambassador of Rogers First Set," Shapovalov said. "Tennis has given so much to me over the years, and it's always been a goal of mine to give back to the sport back home. The fact it provides opportunities for young Canadians to take their first steps onto the court was a huge factor because I want to help grow the game as much as possible and introduce people of all ages and abilities to the sport I love so much. To be able to play a part in that feels pretty special."

Founded in partnership with Rogers in 2023, First Set is delivered in collaboration with Canada's Provincial and Territorial Tennis Associations (PTTAs) and aims to inspire participants to develop fundamental skills in a fun, welcoming, safe, and positive environment. The program is delivered through four key pillars: Try, Learn, Play, and Compete, and takes a holistic approach – focusing as much on the development of the person as the player.

The agreement also sees Shapovalov, ranked No. 29 on the ATP Tour, become an official Rogers athlete.

"We're proud to welcome Denis Shapovalov to Team Rogers as the first-ever ambassador of Rogers First Set," said Terrie Tweddle, Chief Brand and Communications Officer, Rogers. "As one of Canada's top ranked players and a strong advocate for youth in sport, Denis is the perfect role model to help inspire the next generation of Canadian tennis stars."

As part of [Tennis Month in Canada](#), which is being celebrated this month in partnership with the PTTAs, over 100 registered Rogers First Set events are being delivered across the country.

"At Tennis Canada, we have a goal to get 100,000 more youth playing tennis by 2027, and Rogers First Set will play a major role in making that happen," said Eva Havaris, Senior Vice President, Tennis



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Development and Partnerships. “The research shows that tennis is a sport for all, for life - but it is our responsibility to ensure that there is tennis programming available across the country that is accessible, welcoming, safe and inclusive for families and youth in communities coast-to-coast-to-coast. We couldn’t be more excited to have Denis [Shapovalov] be a part of this game-changing program, which we believe is the perfect introduction to tennis for any Canadian, and we thank Rogers for their continued support.”

Click [here](#) to learn more about Rogers First Set and register your interest in becoming a participant, and someone from Tennis Canada will reach out to you.

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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