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DRAFT PRESS RELEASE

2026 UNMATCHED: GENDER EQUITY IN SPORTS CONFERENCE UNVEILS THEME: “ARCHITECTS OF THE NEXT ERA OF SPORT EQUITY”

***Tennis Canada introduces “The Equity Lab” to elevate next-generation leaders
advancing equity in sport***

[TORONTO, ON] May 21, 2026 – Ahead of the fifth edition of the UNMATCHED: Gender Equity in Sports Conference presented by National Bank in Toronto, Tennis Canada today unveiled this year’s conference theme, *Architects of the Next Era of Sport Equity*, along with the first major programming initiative tied to that vision: The Equity Lab.

In 2018, the Government of Canada announced a target to achieve gender equity in sport at every level by 2035. Eight years later, and four into Tennis Canada’s commitment to advance gender equity at all levels of the tennis ecosystem via Game. Set. Equity. (GSE) presented by National Bank, the 2026 UNMATCHED Conference will examine the progress made to date, the work still underway, and the action required to achieve that goal.

A key component of this year’s UNMATCHED programming will be *The Equity Lab*, a new initiative designed to spotlight the next generation of leaders advancing equity in sport. Bringing together a curated group of athletes, students, community builders and emerging voices, The Equity Lab will create opportunities for participants to contribute directly to the conference through collaborative sessions, dedicated spaces and integrated presentation moments.

The initiative reflects the broader Game. Set. Equity. mission by contributing to a stronger environment for participation in tennis, while continuing to build and support next-generation leaders within the game.

“The future of sport equity won’t be built by the same voices alone,” said Terri Temelini, Director of Women and Girls’ Advancement at Tennis Canada. “This year’s theme, Architects of the Next Era of Sport Equity, reflects the momentum we’re seeing across the system and the opportunity to actively build what comes next together. The Equity Lab brings forward emerging leaders already driving change - contributing, collaborating, and moving the work forward.”

This year’s UNMATCHED Conference will take place on Tuesday, August 11 at Sobeys Stadium during the National Bank Open presented by Rogers. To register your interest in UNMATCHED tickets, click [here](#).

Launched in 2022 and part of Tennis Canada and National Bank’s Game. Set. Equity. commitment, UNMATCHED aims to encourage participants to make gender equity a priority and to drive lasting change in their environments. Since its inception, the conference has welcomed iconic sports figures such as Billie Jean King, Maria Sharapova, Venus Williams and Dawn Staley.

About Tennis Canada



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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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