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## MEDIA ADVISORY

# TENNIS MONTH IN CANADA RETURNS THIS JUNE AMID SURGE IN PARTICIPATION

*Nationwide initiative to deliver accessible events across the country following record growth in tennis participation*

**[TORONTO, ON] May 14, 2026** – For a third consecutive year, Tennis Month in Canada will take place in June, providing a record number of Canadians the chance to play, celebrate and engage with the sport at organized events across the country, Tennis Canada announced on Thursday.

Tennis Month's return coincides with the release of the results of a new [tennis participation study](#), conducted in partnership with YouGov Canada. The study found that over six million Canadians played tennis in 2025, an increase of more than one million since the previous study was published in 2024.

Created in collaboration with the Provincial and Territorial Tennis Associations (PTTAs) and local community tennis providers, Tennis Month is a nationwide initiative led by Tennis Canada to shine a light on accessible and fun tennis opportunities for Canadians of all ages and skill levels. With participation growth most prominent amongst youth – 37% of Canadians aged 12 to 17 played in 2025, a 14% increase – [Rogers First Set](#) will be a focal point of Tennis Month programming through the delivery of beginner-friendly “Try Events”.

“Whether you are new to tennis, or one of over-six million Canadians to have played in the last year, Tennis Month invites people across the country to participate in our sport,” said Gavin Ziv, Chief Executive Officer, Tennis Canada. “Tennis can be played across generations, abilities and communities, and its positive effects on physical and mental health are evident. We look forward to working closely with our provincial and territorial partners, clubs and coaches across the country, as well as Rogers, to deliver impactful and engaging events, inspiring more passion for and participation in tennis.”

This year, Tennis Month is proudly supported by the Canadian Olympic Committee, which champions grassroots and youth sport initiatives across the country, via funding from its National Sports Organization (NSO) Enhancement Grant.

To find a Tennis Month event near you, click [here](#).

### 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



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teams. Tennis Canada invests its surplus into tennis development. For more information on Tennis Canada please visit our website at: [www.tenniscanada.com](http://www.tenniscanada.com) and follow us on LinkedIn, X, Facebook and Instagram.

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