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WELCOME TO OUR
**TENNIS
PLAYGROUND**



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FROM THE EXCITEMENT OF INTERNATIONAL SOCCER'S BIGGEST STAGE TO THE NATIONAL BANK OPEN: TENNIS CANADA TAKES ITS TURN IN THE NATIONAL SPOTLIGHT

Tennis Canada calls on fans to keep FIFA World Cup momentum alive through its WEAR RED AGAIN campaign

[TORONTO, ON] July 9, 2026 – Tennis Canada, with the support of Canada Soccer, is inviting Canadians to continue this historic summer of sport through the launch of the **WEAR RED AGAIN** campaign, which carries the passion and pride of cheering for Canada into the National Bank Open presented by Rogers (NBO) this August.

The Canada Soccer Men's National Team's historic tournament run brought about a special alignment: cities louder than usual, public squares full on match days, and a level of collective investment that reached new levels of Canadian fandom. Now that the competition has come to an end, so does a shared focal point. The question Tennis Canada is now asking is a practical one: where should that energy go?

They're answering that question through **WEAR RED AGAIN**, a campaign with a simple premise: the red jersey does not belong to any one sport. In a show of cross-sport solidarity, as a new group of Canadian athletes prepare to compete on the world stage at home, Canada Soccer is encouraging its fans to carry the same energy into the stands of the NBO this August. While the 2026 FIFA World Cup may be over, by wearing the same jerseys and colours, fans can keep cheering for Canada.

WHY THIS MATTERS

Cross-federation promotion of this kind is rare in sport. What makes **WEAR RED AGAIN** notable is that the gesture has now moved in both directions: Tennis Canada showed up for Canada Soccer during the FIFA World Cup, and Canada Soccer is now directing its community toward the NBO. Both organizations are saying the same thing: Canadian sport is stronger when we work together.

The timing reflects that logic. The NBO runs from August 1 to 13, with the Women's WTA draw at Sobeys Stadium in Toronto, and the Men's ATP draw at IGA Stadium in Montreal. It arrives shortly after the FIFA World Cup ends, giving a chance to keep Canadian fandom alive and turn it into a summer of support for Canada like no other.

There is also a competitive argument being made. A 2025 [study](#) published in the Journal of Economic Behavior and Organization found that home crowd support is associated with measurably better performance outcomes, particularly for younger athletes still establishing themselves at the professional level. Canada's current generation of women's tennis players, including Bianca Andreescu, Leylah Fernandez, and Victoria Mboko, falls squarely into that category. The research points in a clear direction: home crowds matter, and a full stadium in Toronto is a factor worth taking seriously.

Last summer in Montreal, Victoria Mboko further proved this effect when she won her first ever title in front of a home crowd whose passion and energy were unmatched. Tennis Canada and its athletes encourage Toronto to bring that same intensity every time a Canadian player takes the court this August.

The players themselves have already shown what that kind of support looks like. During the FIFA World Cup, they [wore red jerseys](#) and posted publicly in support of Canada Soccer's Men's National Team,



cheering through its best-ever FIFA World Cup run. Now, with the NBO approaching, they are making the ask in the other direction: you showed up for Canada this summer. Now show up for Canada again, to give the same home crowd advantage.

THE CAMPAIGN

A way to bridge two major moments in Canadian sport, the **WEAR RED AGAIN** campaign is a call for Canadians to keep their red jerseys on when the Canadian athletes are playing and carry the momentum from Canada's historic FIFA World Cup run into the NBO.

At the heart of **WEAR RED AGAIN** is the RED AGAIN patch: a limited-edition keepsake available on-site to any fan who arrives in red or purchases the exclusive RED AGAIN jersey, while supplies last. Fans can wear the name of their favourite Canadian tennis player on the back of their jersey, a personal way of making a public declaration: Canadian fans show up for Canadian athletes, no matter the sport, the jersey, or the governing body.

The campaign extends beyond the patch. Opening Night brings a Red Zone to the Sobeys Stadium's 300-level section with fan giveaways, and one lucky fan will win their way to the NBO final. Find the full details at nationalbankopen.com.

QUOTES

"It was incredible to watch the World Cup spark such a powerful wave of support for Canadian sport. We congratulate Canada Soccer, their CEO Kevin Blue, Head Coach Jesse Marsch and the entire Canadian squad for their historic run and for inspiring a nation. We share in the belief that Canadian sport is made stronger when we all show up for Canadian athletes. Now, there's an opportunity to keep the momentum going and create another meaningful moment of support at Canada's next major, international sporting event as we prepare to host the 2026 National Bank Open presented by Rogers."

- Gavin Ziv, Chief Executive Officer, Tennis Canada

"There's nothing quite like playing in front of Canadian fans. I experienced that first-hand during my run in Toronto at the 2019 National Bank Open. The crowd's energy helped me get through tough moments and made that week one of the most memorable of my career. I've felt that same support every time I've represented Canada, including at the Olympics and the Billie Jean King Cup. No matter where we play, Canadian fans always find a way to cheer us on and make their presence felt. They bring so much passion and pride, and when we're playing in front of them, that support gives us that extra boost that can make all the difference."

- Bianca Andreescu, 2019 US Open and National Bank Open champion

"Canada Soccer and its players are appreciative of the support received from Tennis Canada at such an important moment. It reflects the best of Canadian sport: organizations showing up for one another, and fans rallying behind something bigger than a single team or competition. We're proud to be part of this shared spirit, and we're now excited for Tennis Canada and its athletes as they prepare to compete on home soil in front of Canadian fans."

- Kevin Blue, Chief Executive Officer & General Secretary, Canada Soccer

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 2026, the event enters a new era with an expanded 12-day format that features a 96-player main draw. As a WTA 1000 and ATP Tour Masters 1000 tournament, it will showcase the world's top tennis players in Montreal and Toronto from August 1 to August 13. The women's event, celebrating



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more than 130 years of history, will take place at Sobeys Stadium in Toronto. The men's event, celebrating more than 140 years of tradition, will be held at IGA Stadium in Montreal. 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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