



FOR IMMEDIATE RELEASE

ONTARIO GOVERNMENT INVESTS \$500,000 TO SUPPORT THE 2026 NATIONAL BANK OPEN IN TORONTO

[TORONTO, ON] July 31, 2026 – The Ontario government is investing \$500,000 to support the 2026 National Bank Open presented by Rogers at Sobeys Stadium in Toronto, helping deliver one of the world's premier women's professional tennis tournaments. Hosted by Tennis Canada from August 1 to 13, the event is expected to attract more than 200,000 attendees, generate nearly \$60 million in GDP contribution for Ontario and Canada, and reach more than 70 million viewers worldwide through international broadcast coverage. This investment is part of the Ontario government's plan to protect the province's economy by supporting world-class sporting events that attract visitors, drive tourism, create good-paying local jobs and strengthen communities.

"Ontario continues to prove that we can host the world's biggest sporting events while delivering lasting benefits for our communities," said Natalie Pierre, Parliamentary Assistant to the Minister of Sport. "The National Bank Open attracts visitors from around the world, supports local businesses and showcases the incredible talent developed through our province's sport system. With this investment, our government is growing sport tourism, creating good-paying jobs and inspiring the next generation of women and girls to participate, compete and excel in sports."

The National Bank Open is one of the longest-running professional tennis tournaments in the world and one of the most prestigious events on the Women's Tennis Association (WTA) Tour calendar. The tournament brings the sport's top athletes to Ontario while attracting visitors, generating economic activity and showcasing the province to a global audience. The government's investment will support the event experience, allowing the organization to enhance tournament operations and visitor experiences.

"We are incredibly grateful for the investment provided by the Government of Ontario to the National Bank Open presented by Rogers," said Gavin Ziv, CEO of Tennis Canada. "This has allowed us to continue to elevate our event, attracting new audiences domestically and internationally, driving tourism and increasing the tournament's economic impact. The National Bank Open is the fuel of tennis in Canada and it ensures Tennis Canada can continue to develop the sport across the province and the entire country, with participation continuing to grow."

This investment builds on the government's work to help communities unlock the economic benefits of sport tourism while creating more opportunities for children, youth and families to participate in sport and recreation. Through investments like the [\\$500 million Community Sport and Recreation Infrastructure Fund \(CSRIF\)](#), Ontario is building and upgrading facilities across the province, ensuring more people have access to quality spaces to play, compete and stay active while helping communities attract major sporting events that drive local economic growth.

QUICK FACTS

- Hosted by Tennis Canada, this [world-class women's tennis tournament](#) is celebrating more than 130 years of history and will showcase the world's top tennis players from over 30 countries from August 1 to August 13 in Toronto.
- Since 2018, Ontario has invested \$3 million annually through the [Ontario Sport Hosting Program](#), supporting more than 200 national and international amateur sporting events that have generated approximately \$230 million in economic activity for communities across the province.



- Through the Inclusive Grassroots Recreation Program, Ontario invested \$3.2 million in 2025-26 to help community organizations remove barriers to participation and create more opportunities for tens of thousands of children and youth from underrepresented groups—including women and girls—to participate in sport and recreation.
- Ontario is also investing \$500 million through the [Community Sport and Recreation Infrastructure Fund](#) to help revitalize existing local sport and recreation facilities and build new spaces so more people can participate and stay active.

QUOTES

“When women and girls see world-class athletes competing on one of the biggest stages in sport, they see what’s possible for themselves. The National Bank Open is more than an exciting international sporting event. It is an opportunity to inspire confidence, ambition and leadership in the next generation of women and girls across Ontario. Our government is proud to support events like this because they generate meaningful economic benefits for our communities while creating more opportunities for women to participate, compete and excel in sport. By investing in women’s sport, we are helping build a stronger, more inclusive Ontario where women and girls have every opportunity to reach their full potential, pursue their goals and contribute to the continued growth and success of our province.”

- Charmaine Williams, Associate Minister of Women’s Social and Economic Opportunity

“The National Bank Open is a powerful example of how investment in women’s sport can drive impact on and off the court. As Canadian Women & Sport prepares to share new research on the growth and influence of women’s sport in Canada, we continue to see strong evidence that visibility, investment and opportunity are creating lasting benefits for athletes, fans and communities alike. We welcome Ontario’s support for the National Bank Open and are encouraged by its commitment to strengthening opportunities for women and girls to participate, compete and lead in sport.”

- Allison Sandmeyer-Graves, CEO of Canadian Women & Sport

“The Ontario Tennis Association is grateful for the Ontario Government’s support for the National Bank Open. World-class events like this inspire the next generation of athletes to pick up a racquet, and the OTA is proud to work with clubs, coaches and communities across the province to help players progress through Ontario’s athlete development pathway — from local competition to the highest levels of the sport.”

- Richard Mainella, President & CEO, Ontario Tennis Association

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 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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NATIONAL
BANK
OPEN
presented by **ROGERS**

WELCOME TO OUR
TENNIS
PLAYGROUND



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