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FOR IMMEDIATE RELEASE

TENNIS CANADA INTRODUCES GAME. SET. EQUITY. REGIONAL AMBASSADORS PROGRAM

The nine Regional Ambassadors that were selected span across seven provinces and one territory

[TORONTO, ON] September 23, 2026 — Tennis Canada is proud to announce the introduction of its Regional Ambassadors, a national network of women leaders advancing gender equity in tennis across Canada and part of its Game. Set. Equity. commitment presented by National Bank. The leaders will work alongside their Provincial and Territorial Tennis Associations (PTTAs) to provide mentorship and guidance through local insight, leadership and action promoting a more equitable future for the sport.

Game. Set. Equity. was created in March of 2023 with the support of National Bank, as a platform to advance gender equity at all levels of the tennis ecosystem in Canada. As part of that announcement, a Circle of Ambassadors committee was selected to amplify Game. Set. Equity. programming. The evolution of the Ambassadors program, launch to coincide with the celebration of Gender Equality Week, will expand from amplification to action, inspiring more local connections, meaningful conversations and lasting relationships.

The Regional Ambassadors, spanning across seven provinces and one territory, in alphabetical order include: Yosabeth Agonafer (based in Alberta), Maria Campeanu (based in Prince Edward Island), Sofia Dankov (based in Quebec), Tamara Jovic (based in Northwest Territories), Anna Millage (based in British Columbia), Jackie Ngondo (based in Alberta), Jasmine Rahman (based in Newfoundland and Labrador), Amber Schneider (based in Manitoba) and Ashley Spironello (based in Ontario).

The Circle of Ambassadors, originally announced in 2023 at the program's launch, are foundational to GSE and remain pillars in amplifying its work and impact. Several members of the Circle have volunteered to support the Regional Ambassadors and their development and growth as mentors. They include Stacey Allaster C.C. (Former Chief Executive of Professional Tennis USTA, US Open TD), Jennifer Bishop (Member of the World Tennis Davis Cup Committee, Former President Tennis Canada, Head of Sports, M&A at Gowling WLG), Rebecca Marino (Professional WTA Player and 2023 Billie Jean King Cup Champion), Andréanne Martin (Executive Director of Club de Tennis Île des Soeurs), Melissa Pine (Vice President Global Program Development at WTA) and Dianne Robinson (Past Chair of the Board, Ontario Tennis Association).

Learn more about the Regional Ambassador program [here](#).

QUOTES

"We are thrilled to expand our network and introduce Regional Ambassadors," said Terri Temelini, Director of Women and Girls' Advancement at Tennis Canada. "The ability to generate more personalised conversations at the local level will inspire the honest, meaningful, impactful conversations we strive to encourage as a network. We look forward to the Regional Ambassadors contributing local insight to our national strategy, and the impact these learnings will have on Game. Set. Equity."



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"Having mentors who not only supported me throughout my career but also inspired me was the key to my growth as a leader. The ability to learn and build confidence with trusted mentors was a gift. For young women and girls across the country to have access to a Regional Ambassador, is a wonderful opportunity for growth, guidance and community. I'm proud to have spent 15 years with Tennis Canada, building my career in Canadian markets toward becoming the Vice President of Sales & Marketing for the National Bank Open presented by Rogers in Toronto and Montreal as well as the Tournament Director in Toronto. Canada has given me so many opportunities to learn, grow and lead, and as a member of the Circle of Ambassadors, I'm proud to support the next generation of young women and girls across the country as they find their own path to leadership," said Stacey Allaster C.C., Former Chief Executive of Professional Tennis USTA, US Open TD.

"The GSE Regional Ambassadors will help create a culture where women and girls have the opportunity to thrive, be heard, valued and empowered. Equity doesn't happen on its own; it happens when people turn awareness into action. I'm proud to be a member of Tennis Canada's Circle of Ambassadors and applaud Tennis Canada and National Bank for their commitment to gender equity in sport," said Dianne Robinson, Past Chair of the Board, Ontario Tennis Association.

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, it financially supports 15 other professional tournaments in Canada, as well as operating more than 60 events nationally across junior, wheelchair, university and Masters tennis categories. 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 masters tennis 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.

-30-

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