

**TIE BREAK TENS**

Challenger

**Wilson**

**Tie Break Tens and Wilson are delighted to announce the winner of the inaugural TB10 Challenger Series**

LONDON, November 10<sup>th</sup>, 2018 – Tie Break Tens, the fast-paced, short-form tennis format and Wilson, the leading sporting goods manufacturer, are excited to announce the winner of the first Challenger Series in the UK.

Launched in December 2015, Tie Break Tens is a quick-fire version of tennis that anyone can play. Unlike conventional tennis matches, Tie Break Tens matches are comprised solely of tie breaks – no games, no sets, just exhilarating ten- point breakers in which every point counts.

The 2018 TB10 Challenger Series is a nationwide set of tournaments which ran from June to October at 32 tennis clubs, selected by Wilson. In total over 300 young people participated in the series from across the UK. The Challenger Series featured a tournament at each club for 14-15 year olds, based on LTA ratings of up to 6.2. The winner and runner up from each club tournament went through to the final which were held at the prestigious National Tennis Centre in Roehampton, with the overall tournament winner receiving a year's sponsorship from Wilson and the coveted TB10 Challenger trophy.

After a highly competitive and closely fought draw, the winner of the series was Adam Cowdroy from the West Hants club in Bournemouth. Adam defeated Andre Reid from West Side club in Wimbledon during the final with a score of 10-7. Third place went to Ben Halligan from Bishops Stortford Lawn Tennis Club who defeated Noah Bickenson from David Lloyd, Teesside Club; 10-8.

For taking part in the Challenger series each club received:

- A personalised TB10 Tournament Toolkit
- A TB10 winner's prize package including exclusive TB10/Wilson goodies
- Support and promotion via TB10 and Wilson UK social media pages

"Saturday was a great day for grassroots tennis and overall the reaction to the TB10 Challenger Series has been highly positive" said Felicity Barnard, CEO of Tie Break Tens. "Our ambition with this series has been to drive participation in tennis particularly in the youth market at an age where many secondary school children drop out of sport altogether. Many of the children involved on Saturday had never played at this level of competitive tennis before and they clearly loved the experience; this is exactly what we set out to achieve and are looking forward to rolling the Challenger Series out further, in 2019."

Val Vladea, Influencer Marketing Manager for Wilson commented "We were delighted to be involved with the event and appreciate the support of all the coaches and clubs who ran the tournaments

leading up to Saturday's finals. Enabling young players to compete in such an engaging and fun way made for an entertaining day and we are thrilled to award Adam with his year's sponsorship from Wilson."

If you have any questions regarding the TB10 Challenger Series, please contact either Val Vladea [Val.Vladea@amersports.com](mailto:Val.Vladea@amersports.com) or Rachel Woodward [rachel@tiebreaktens.com](mailto:rachel@tiebreaktens.com)

### **About Tie Break Tens:**

Tie Break Tens launched in December 2015 with the first tournament held at the prestigious Royal Albert Hall, London and featured top players including Andy Murray, David Ferrer and Kyle Edmund.

Since then the format has been taken to Madrid, Vienna, Melbourne and New York, with a host of world class players participating including Rafael Nadal, Novak Djokovic, Serena & Venus Williams, Tomas Berdych, Dominic Thiem, Simona Halep and Elina Svitolina. This is high octane tennis which breaks the mould and challenges the perception of the traditional sport. The format sees players going head to head in fast-paced, action-packed knock out tournaments at prestigious venues around the globe for winner-takes-all prizes of \$250,000 each.

To coincide with the grass-court season, Tie Break Tens launched their grassroots initiatives, TB10 Challenger & TB10 Play in June 2018. The goal is to drive participation levels in tennis by encouraging people to hold tournaments throughout the UK and complete in the Challenger Series. The grassroots initiative will continue to be rolled out across the UK and other cities throughout 2019.

For more information, please visit [www.tiebreaktens.com](http://www.tiebreaktens.com)

### **About Wilson:**

Chicago-based Wilson Sporting Goods Co., a subsidiary of Amer Sports, is one of the world's leading manufacturer of high performance sports equipment such as Performance Rackets, Tennis Balls, Strings, apparel and accessories. Wilson uses player insights to develop products that push tennis equipment innovation into new territories. Through its dedication to creating products that enable athletes at every level to perform at their best, Wilson has earned its place as a leader in sporting goods for over a century.

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