



Tie Break Tens Announces VOSS Water as their Official Bottled Water Sponsor

LONDON, FEBRUARY 25th, 2019 – Tie Break Tens, the fast-paced, short-form tennis format, is excited to announce that VOSS Water have become their Official Bottled Water Sponsor for the 2019 season.

Tie Break Tens (TB10) tournaments are held over one evening and involve eight players competing in a knock-out format, with each match consisting of a super tie-break to ten points. Following successful tournaments in London, Vienna, Madrid, Melbourne and the prestigious Madison Square Garden in New York City, Tie Break Tens are heading to the desert for their inaugural event at Indian Wells, ahead of the BNP Paribas Open a charity tournament that will benefit a number of local initiatives in the Coachella Valley.

The Eisenhower Cup, sponsored by Masimo will take place on Tuesday 5th March, at 7:30pm and will feature some of the World's top tennis players including; Rafael Nadal, Dominic Thiem, Stan Wawrinka, Milos Raonic, Gael Monfils and Marin Cilic. Two more players are still to be announced and they will be competing for a winner takes all prize of \$150,000.

“With the recent announcement that TB10 will be back to the USA on Tuesday 5th March, we are delighted to partner with VOSS Water having worked with them so successfully at Madison Square Garden last year” said Felicity Barnard, CEO of Tie Break Tens. “We are very much looking forward to working together on this partnership with plenty of innovative social media promotions as well as on the ground activation at our events”.

Known for its refreshing taste and iconic bottle design, VOSS Water comes from a source in pristine Southern Norway, naturally low in sodium and other minerals. VOSS is available in Still, Sparkling and Lemon Cucumber, Tangerine Lemongrass and Lime Mint Flavoured Sparkling varieties. VOSS plans to launch two brand new Flavoured Sparkling Waters in Raspberry Rose and Strawberry Ginger in the United States in April 2019.

“VOSS is so thrilled to return as a partner with Tie Break Tens” said Julian Chan, Global Social Media Manager at VOSS. “We are looking forward to hydrating the participating tennis stars with our products during the fast-paced, intense, global competitions.”

About Tie Break Tens

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 Tie Break Tens series sees world-class players going head to head in fast-paced, action-packed knock out tournaments at prestigious venues around the globe for huge winner-takes-all prizes. So far, the Tie Break Tens has visited London, Vienna, Madrid, Melbourne and New York.

Last Summer (2018) Tie Break Tens launched their grass roots initiative, TB10 Challenger & TB10 Play with the key aim of driving participation in tennis by encouraging people to get out there and play. So far tournaments have been run throughout the UK and also across New York City, giving thousands of kids the opportunity to pick up a racket and try out the format.

For more information, please visit www.tiebreaktens.com or contact rachel@tiebreaktens.com

About Voss Water:

VOSS Water comes from a source on the southern tip of Norway. Confined in an aquifer deep beneath the earth, its pristine natural condition is protected from the source to the bottle. Naturally low in sodium and other minerals, VOSS has a clean refreshing taste. Recognized for its distinctly iconic bottle design, VOSS is available in both still and sparkling, including five new flavoured sparkling choices (Lemon Cucumber, Tangerine Lemongrass, Lime Mint, Raspberry Rose, Strawberry Ginger) in the finest hotels and restaurants in over 50 countries worldwide. To learn more, visit www.vosswater.com

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