



Tie Break Tens, LTA & WTA to Launch ‘The TB10 Challenger 2019 in Partnership with LTA & WTA Future Stars’

LONDON, Wednesday 17th July, 2019, – Tie Break Tens (TB10), the fast-paced, short-form tennis format launched a new grassroots campaign today with two of the leading governing bodies of tennis, LTA and WTA (Women’s Tennis Association), named ‘The TB10 Challenger 2019 in partnership with LTA & WTA Future Stars’.

With the shared objective of encouraging participation in tennis amongst the younger demographic, the TB10 Challenger will focus solely on girls aged between 13-16 years by encouraging them to not only try tennis but also to sample competition too, through the innovative and engaging TB10 format.

Launched as a tennis format in 2015, Tie Break Tens is a quick-fire version of tennis comprised entirely of tie breaks – no games, no sets, just exhilarating ten-point breakers in which every point counts, allowing more court time for players and offering a fun way to get into the sport.

As part of this exciting new campaign, the WTA is offering the two female winners in each age category (16U, 14U) an incredible opportunity - an expenses-paid trip to Shenzhen to compete at the WTA Future Stars tournament alongside the top young Asian female players of their age category. The trip will coincide with the WTA Finals Shenzhen where the girls will get the chance to meet the top eight female players and doubles teams in the world, have mentoring opportunities from the stars of the WTA and live like professional tennis players.

The TB10 Challenger comprises of a nationwide set of tournaments throughout the summer at tennis clubs which have registered to play via the TB10 website. The winner and runner-up from each club will progress to their local regional final before going on to the TB10 Challenger final to be held on Saturday, 21st September at the LTA’s National Tennis Centre, Roehampton. Further details can be found at www.tiebreaktens.com/play

LTA officials including referees and umpires will be present at both the regional finals and Challenger final to help create top quality events for the players to enjoy. LTA partners, adidas and Babolat will also present players with rackets, footwear, apparel and racket bags. Clubs that register to play TB10 Challenger will be sent a package of TB10/LTA merchandise.

“We are thrilled that the LTA & WTA have come on board as partners to the TB10 Challenger 2019,” said Felicity Barnard, CEO of Tie Break Tens. “Our shared ambition is to drive participation in tennis particularly in the female market, at an age where many secondary school children drop out of sport altogether. Following our successful female only tournament at Madison Square Garden, NYC, we have been looking at ways of promoting tennis to girls in the UK and beyond. We look forward to seeing this partnership grow over the next few months.”

Keith Carder, Head of Competition at the LTA commented: “The LTA is really looking forward to working with Tie Break Tens & the WTA on the TB10 Challenger 2019. We are keen to innovate with the delivery of tennis by trying different formats of the game to open tennis up. Tie Break Tens is a fun and quick format and these tournaments will be a great opportunity to support our plans to get more girls playing tennis”.

Melissa Pine, VP of Global Programs at the WTA said: “The WTA is honoured to take part in such a great initiative that will help inspire young girls to pick up a racket and achieve their goals through tennis. We are especially excited to see the WTA Future Stars programme grow each year and expanding to reach more youth across the globe.”

TB10, LTA & WTA will be encouraging clubs and players involved to upload any images/content from their tournaments using the #TB10Challenger and tagging @tiebreaktens @the_lta @wta. Images will be posted via the TB10 website www.tiebreaktens.com/play

For any questions regarding the TB10 Challenger Series or information on registering your club or player, please contact Rachel Woodward, rachel@tiebreaktens.com or log onto www.tiebreaktens.com/play

Key Dates & Venues for Regional Finals:

Region	Venue	Dates
South West	Uni of Bath	Friday 30 th August 11-3pm
Scotland	Uni of Stirling	Sunday 1 st September 10-3pm
North	Bolton Arena	Saturday 7 th September 2-6pm
Midlands	Nottingham LTC	Sunday 8 th September 10-3pm
Central & East	Gosling	Sunday 8 th September 10-2pm
South East	Surbiton LTC	Sunday 15 th September 2-5pm

The Final: Challenger Finals to be held at the NTC on Saturday 21st September 12.30pm – 4.30pm

WTA Future Stars tournament, Shenzhen, China:

Will take place from Monday 21st October to Sunday 27th October

About Tie Break Tens:

Tie Break Tens launched in 2015 with the first tournament in the Royal Albert Hall, London featuring top players including Andy Murray, David Ferrer and Kyle Edmund. Since then we have taken the format to Madrid, Vienna Melbourne, New York City and Indian Wells with a host of top players including Rafael Nadal, Novak Djokovic, Serena & Venus Williams, Stan Wawrinka, Dominic Thiem and Simona Halep. This is high octane tennis which breaks the mould and challenges the perception of traditional tennis.

TB10 launched their grassroots strategy, TB10 Challenger & TB10 Play in 2018, with the aim of driving participation levels in tennis by encouraging people to get out there and play. For more information, please visit www.tiebreaktens.com/play

About LTA:

The LTA is the National Governing Body of tennis for Great Britain. We are here to govern and grow tennis, from grassroots participation through to the professional game. Our vision is “Tennis Opened Up” and we’re on a mission to grow tennis by making it relevant, accessible, welcoming and enjoyable. We work with schools, with volunteers, with coaches and with venues across the whole country. We also represent the interests of over 630,000 Members, men and women, girls and boys, playing on more than 23,000 courts. The LTA runs and supports a network of 11,500 approved tournaments for players of all ages, the four corner-stones of which are the premier grass-court events leading up to The Championships, Wimbledon: the Nature Valley Open (at Nottingham), the Nature Valley Classic (at Birmingham), the Fever-Tree Championships (at The Queen’s Club, London) and the Nature Valley International (at Eastbourne). For further information about the LTA and tennis in Britain, visit www.lta.org.uk or follow us on Twitter [@the_LTA](https://twitter.com/the_LTA)

About WTA:

Founded by Billie Jean King in 1973 on the principle of equal opportunity for women in sports, the WTA is the global leader in women’s professional sport with more than 1,800 players representing 85 nations

competing for a record \$164 million in prize money. In 2018, the WTA was watched by a record breaking global audience of 600 million. The 2019 WTA competitive season includes 55 events and four Grand Slams in 29 countries, culminating with the WTA Finals Shenzhen, offering an unprecedented \$14 million total prize purse and honouring the season's top singles and doubles players. Further information on the WTA can be found at www.wtatennis.com.

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