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‘Racket Up, America!’

FACT SHEET

- What:** With any tennis racket purchase, consumers can be eligible for the Grand Prize: a trip for two to New York City and a chance to serve for \$1 million.
- Why:** “Racket Up, America!” is a collaborative industry effort to stimulate the tennis economy and is a first step in this industry’s focus in pursuing other opportunities to support the economic health of tennis on a broader level. It also is designed to generate more excitement and interest in our sport. Importantly, all segments of the tennis industry are united in this effort.
- When:** The “Racket Up, America!” promotion runs from 9 a.m. on July 15 to 11:59 p.m. on Sept. 30, 2009.
- How:** Consumers buy a new tennis racket—of *any* brand, and at *any* tennis retailer or pro shop—from July 15 through Sept. 30, 2009. They register their purchase at playtennis.com/million and are eligible to win through a random drawing.
- Prizes:**
Grand Prize: A chance to serve one ball for \$1 million. The serve will take place at the “BNP Paribas Showdown for the Billie Jean King Cup” in New York’s Madison Square Garden on March 1, during Tennis Night in America.
Second Prize: A trip for two to the 2010 US Open men’s singles and women’s doubles finals held in Flushing Meadows, NY.
Other Prizes: 20 prize packs, each worth \$500 in tennis equipment, for a total value of \$10,000.
Approximate retail value of all prizes, including travel, is \$1,030,000.
- Who:** “Racket Up, America!” is a collaborative effort by the entire tennis industry, sponsored by the Tennis Industry Association and its participating partners, allied organizations, supporting members and the 500+ companies and individuals who support the industry’s efforts to grow the game.

For more information, including official rules, go to playtennis.com/million.

For promotional material, go to playtennis.com/partner.

For questions and other comments, email racketup@tennisindustry.org.

The Tennis Industry Association, the not-for-profit trade association for tennis, is THE unifying force in the tennis industry whose mission is to promote the growth and economic vitality of tennis by working closely with the U.S. Tennis Association and industry partners to develop and implement initiatives to increase tennis participation. Core TIA activities include TIA/USTA Tennis Health Index, Consumer and Trade Research, GrowingTennis System™ including Tennis Welcome Centers, Cardio Tennis, 50-50 Co-op Program, QuickStart Tennis and TennisConnect.org. For more information, visit TennisIndustry.org or GrowingTennis.com or call the TIA at 866-686-3036.