



UNITED STATES TENNIS ASSOCIATION

PRESS RELEASE

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## USTA TEAMS UP WITH ANDRE AGASSI AND STEFANIE GRAF TO PROMOTE 10 AND UNDER TENNIS

### New Commercial Designed to Bring More Kids to the Game

WHITE PLAINS, N.Y., July 20, 2011 – The USTA is teaming up with Andre Agassi and Stefanie Graf to encourage children to get healthy, active and into the game through the USTA's 10 and Under Tennis program. The collaboration will launch a new commercial that will air during the Olympus US Open Series and the US Open. The 30-second commercial, which is titled *Story Time*, promotes the innovative approach that 10 and Under Tennis offers kids to easily participate in the sport by featuring smaller courts, shorter and lighter racquets, slower-bouncing balls and simplified scoring – all designed to make tennis more fun from the first time kids experience it. The campaign aims to increase youth participation and generate awareness among parents who want their young children to have fun while learning how to play the game.

*Story Time* features Agassi and Graf reading a book to a group of children and narrating the story of a little girl named Sophie who just wanted to have fun. She tried playing tennis only to discover that the equipment and courts were not designed for kids to play on. The commercial also uses animation to depict how learning and playing the game can be overwhelming for some children when they first begin learning the game. However, 10 and Under Tennis, which is “real” tennis sized-right for kids, now allows them to enjoy playing the game from the start.

Agassi, a Hall-of-Famer and eight-time Grand Slam singles champion; and Graf, a 22-time Grand Slam singles title champion, are both widely known for their dedication to helping children reach their athletic potential through their philanthropic efforts. Agassi and Graf are great proponents of the USTA's 10 and Under Tennis program.

“As a mother and tennis player, I fully understand the importance of ensuring that kids properly learn the game of tennis at their own pace while also having fun doing it. Anytime kids can get a true feel for the game, it is best,” said Graf.

“10 and Under Tennis gives children the opportunity to experience authentic court movement, swing patterns and game strategy. It is real tennis and a step in the right direction to getting more young kids involved in the game that I love,” said Agassi.

The commercial spot was created by the Richmond-based agency, Martin Agency. The Martin Agency has created several of USTA's past campaigns, including the US Open: It Must Be Love campaign.

For more information on 10 and Under Tennis, visit [10andundertennis.com](http://10andundertennis.com).

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**The USTA** is the national governing body for the sport of tennis in the U.S. and the leader in promoting and developing the growth of tennis at every level -- from local communities to the highest level of the professional game. A not-for-profit organization with more than 750,000 members, it invests 100% of its proceeds in growing the game. It owns and operates the US Open, the highest attended annual sporting event in the world, and launched the Olympus

US Open Series linking 10 summer tournaments to the US Open. In addition, it owns the 90-plus Pro Circuit events throughout the U.S, and selects the teams for the Davis Cup, Fed Cup, Olympic and Paralympic Games. The USTA philanthropic entity, USTA Serves, provides grants and scholarships and helps underserved youth and people with disabilities. For more information on the USTA, log on to [usta.com](http://usta.com), “like” the official Facebook page [facebook.com/usta](https://facebook.com/usta) or follow @usta on Twitter.

**For more information, contact:**

**Derrick Johnson**, Director, Corporate Communications, USTA  
(914) 696-7138 or [dejohnson@usta.com](mailto:dejohnson@usta.com)