



The World is Here...

FOR IMMEDIATE RELEASE: March 4, 2010

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Baton Rouge to Serve Up World Class Tennis Players at the 2010 Baton Rouge Pro Tennis Classic

BATON ROUGE – Top-ranked men’s professional tennis players from all around the world will compete in the 2010 Baton Rouge Pro Tennis Classic on April 10–18 at the Paula G. Manship YMCA, 8100 YMCA Plaza Drive.

This weeklong tournament represents one of only 22 United States Tennis Association (USTA) Men’s Pro Circuit Challenger events held in the United States this year, which allow players to earn points to advance in rankings and compete for prize money. Thirty-two players will participate in the main singles draw, and 16 teams will compete in doubles.

“The Baton Rouge Pro Tennis Classic is a \$50,000 professional men’s event,” said Director Kay Willson, “It began as a Future event in 2002, and became a Challenger event three years ago. This is a rare opportunity for anyone who enjoys tennis to come out and see players ranked in the top 200 in the world play in their own backyard.”

Challenger events are stepping-stones to the major tennis events, such as Wimbledon, the U.S. Open, the French Open and the recent 2010 Australian Open where Roger Federer took the title in men’s singles. According to Willson, 21 pros in the 2010 Australian Open played in past Baton Rouge Pro Tennis Classics. “It is amazing to see how hard the players actually hit the ball. It’s something you have to see for yourself to really grasp the power these talented men possess,” said Willson.

Tickets for the Baton Rouge Pro Tennis Classic are \$10 per day during the week and \$20 for the championships rounds, held on April 17-18. Week passes are available for \$15. Children under 12 are admitted free. USTA members get in free on April 12, and students with proper college ID get in free on April 14.

“I cannot stress enough how fortunate we are to have an event like this accessible for everyone in Louisiana,” said Willson, “Many of these players are already playing in the main draw of the grand slam tournaments and could be the next Roger Federer.”

In-tournament events, such as Kid’s Day and Balls on the Bayou Exhibition, are also integral components of the Baton Rouge Pro Tennis Classic. Kid’s Day provides an opportunity for children from urban areas to learn about and play tennis with the pros. Balls on the Bayou Exhibition is a friendly competition between local country club professional tennis players and

tournament pros. The proceeds from the Balls on the Bayou Exhibition will directly benefit Cancer Services of Greater Baton Rouge.

2010 Baton Rouge Pro Tennis Classic Schedule of Events:

- Qualifying Rounds April 10-11
- Kid's Day April 11, 2-4 p.m.
- Balls on the Bayou Exhibition April 11, 4-6 p.m.
- USTA Membership Day April 12
- Student's Day April 14
- Semi-finals April 17
- Finals April 18, noon

Proceeds from The Baton Rouge Pro Tennis Classic will benefit Cancer Services of Greater Baton Rouge. "Cancer touches us all in some way or another, and when it does, help is available at Cancer Services through free direct assistance and support programs," said Mimi Riché, executive director of Cancer Services of Greater Baton Rouge. "Our ability to continue and expand our programs to serve local cancer patients and their families is only possible through the generosity of this community. We are extremely thankful to be the beneficiaries of such a prestigious event."

Sponsorship opportunities for businesses and individuals for the 2010 Baton Rouge Pro Tennis Classic are still available. Anyone wishing to support the tournament and Cancer Services of Greater Baton Rouge should contact Director Kay Willson at (225) 936-4577 or visit the Baton Rouge Pro Tennis Classic website at www.brprotennisclassic.com.

For more information, visit www.brprotennisclassic.com. Become a fan of the Baton Rouge Pro Tennis Classic on Facebook at Baton Rouge Pro Tennis Classic 2010 and follow us on Twitter @BRProTennis2010.

About the Baton Rouge Pro Tennis Classic

The Baton Rouge Pro Tennis Classic is a USTA Men's Pro Circuit certified event and one of only 22 men's Challengers in the nation. In addition to making professional tennis accessible to the Baton Rouge region, the Baton Rouge Pro Tennis Classic seeks to introduce children to the sport of tennis and provide them the opportunity to learn the game from some of the world's finest players. As part of its continuing effort to support the local community and its residents, the Baton Rouge Pro Tennis Classic will directly donate all proceeds from its Balls on the Bayou Exhibition to Cancer Services of Greater Baton Rouge.

About Cancer Services of Greater Baton Rouge

Cancer Services of Greater Baton Rouge is a United Way agency that has been providing support and services to a 10-parish area for more than 50 years, serving more than 5,000 children and adults annually. Services, including nutrition and prescription assistance, medical equipment and supplies, current information through an on-site library, monthly support groups, children's programs, healthcare navigation and so much more are provided free of charge. For more information, visit www.cancerservices.org, e-mail staff@cancerservices.org or call 225-927-2273.