

Dear Park Operators,

We are pleased to be nearing the completion of the Parks Tennis Project, a nationwide investment from the UK Government and LTA Tennis Foundation, delivered by the LTA, which has transformed park courts across the country to help get local communities back out onto the courts and playing tennis.

To celebrate the project, and specifically the milestone of 3,000 transformed courts, we're launching a celebratory campaign 'Love Letters to Park Tennis' in which park tennis players will be encouraged to share what they love most about playing tennis in their local parks. We are collating 3,000 letters to signify the 3,000 redeveloped courts, with the ambition that these will be displayed at one of the recently redeveloped courts in London, as part of a media moment to celebrate the conclusion of the project.

We would really appreciate your support in encouraging players to contribute their own love letters by helping to share assets and communications as soon as possible. Attached is an email template to be sent out to players, encouraging them to participate, outlining the project and a link to the form where they can submit their answers / love letters.

We are also keen to hear from park players through social media, so have also attached a social media graphic that can be shared across your social platforms – please include this link on any social media posts you publish, to allow players to share their letters:

<https://www.riddle.com/view/geMPLZ64>

Please do reach out to Lizzie Alexander at MatchFit on lizzie@matchfit.biz if you have any questions and thanks in advance for your support!

Template email to send to players:



Dear [Insert Park Name] Player,

We have exciting news to share – the Parks Tennis Project, a nationwide investment from the UK Government and LTA Tennis Foundation, delivered by the LTA, is coming to its conclusion this summer. with more than 3,000 park tennis court transformed across Britain.

To celebrate the milestone, the LTA is launching a special campaign 'Love Letters to Park Tennis' and asking park tennis players across the country to share what they love most about tennis and playing at their local park courts - we'd love for you to be a part of it.

Whether you're a regular on the park courts or just discovering your love for the game, we want to hear what tennis means to you; how did you get into tennis? Why do you love the game? What keeps you coming back?

Your message will form one of 3,000 'love letters', to highlight the impact of the sport and this project. The messages will be shared on LTA channels and displayed at a redeveloped park court this summer to celebrate our collective love of parks tennis.

To get involved, you can submit your answer here: <https://www.riddle.com/view/geMPLZ64> . Once you've filled out a form, you'll be entered into a draw to win 1 of 5 £50 Pro:Direct vouchers!

Please do join us in showing the country just how much park tennis means.

Thanks,

[Insert your Business Name]

