



Press Release

For immediate release

KONTA AND MURRAY BACK NEW BRITISH TENNIS MEMBERSHIP

An exciting new membership programme, backed by British stars Johanna Konta and Jamie Murray, has launched today that will bring British tennis fans closer to the game, offering world class benefits, while helping grow the sport they love.

British Tennis Team Membership, launched by The Lawn Tennis Association (LTA), will offer Team Members a whole host of exciting benefits. These include 'money can't buy' opportunities such as: a doubles clinic from Jamie Murray and master coach Louis Cayer, priority access to tickets for the British summer grass court tournaments as well as Davis Cup and Fed Cup ties, and the return of #ACE Magazine.

Profits generated from the new British Tennis Team Membership will be re-invested to grow grassroots tennis, supporting the LTA's mission to 'get more people playing tennis more often'. Team Members are given the opportunity to select which area of tennis development they'd like to support: **Disability** (channelling funds through the UK's largest tennis charity Tennis Foundation), **Community** (supporting programmes such as Tennis for Free), or **Youth** (backing projects to bring young players into the game, such as Tennis for Kids).

The LTA will offer a new two tiered membership scheme; Lite Membership and Team Membership in addition to a Child Membership, which is free for children (aged 4-10 years)

British Tennis Lite Membership is a free membership available for members of registered LTA venues. Lite Membership benefits include:

- Free Access to the British Tennis Wimbledon Ballot
- British Tennis Rating for entry to competitions

British Tennis Team Membership is open to all and is available from £20 for Adults of an LTA Registered Venue, £30 for all other Adults and £10 per year for Juniors. Benefits include the Lite Membership benefits plus:

- Personalised British Tennis Welcome Pack
- Money can't buy experiences
- Discounts on tickets and access to priority ticket buying window for the summer grass court Major Events and British Davis and Fed Cup ties
- #ACE Magazine filled with exclusive British Tennis stories and features
- Personal Accident Insurance including up to £250 of physiotherapy
- Up to 90% off a wide range of tennis kit through monthly flash sales

Michael Downey, of the LTA, said: "We are excited to be announcing the new British Tennis Membership, which gives the fans and players a chance to give back to this special sport. We want

to engage the British Tennis family more widely and in the process raise money to help grow our sport at the grassroots level. We are thrilled to also have Johanna Konta and Jamie Murray as our British Tennis Membership Ambassadors, demonstrating the breadth and depth of the membership not only on court but also off court".

Jamie Murray, British Tennis Membership Ambassador, said: "I know first-hand how important fans can be in a match. Their support can make the difference between winning and losing. The new British Tennis Membership is a brilliant way those fans can now be rewarded with access to exclusive benefits, as well as having a voice in how we invest in grassroots of the sport we love. This is a terrific time to be representing British Tennis and together we genuinely hope to inspire more people to either watch, play or get involved".

Patrick Hollwey, Chairman of Tennis for Free, said: "We are thrilled about the new British Tennis Membership programme, not only because we are one of three worthy options for Team members to direct the profits to, but also because it can be a catalyst for bringing together the wider British Tennis family in the support of helping to grow the game at a grassroots level".

For more information about the new British Tennis Membership please visit www.lta.org.uk/membership and sign up today!

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Notes to Editors:

ABOUT THE LTA:

The Lawn Tennis Association (LTA) is the National Governing Body for tennis in Great Britain, responsible for developing and promoting the sport, with a mission to get more people playing tennis more often. It does this under the consumer brand of British Tennis, by working with a broad range of partners and over 25,000 volunteers, to grow the game in communities, clubs and schools. The LTA represents the interests of over 590,000 British Tennis Members, men and women, girls and boys across the country, 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 corner-stones of which are the premier grass court events leading up to Wimbledon, held in Nottingham, Birmingham, Queen's Club-London and Eastbourne, all title sponsored by Aegon. The LTA works with many delivery partners to grow the sport across the country. One of these is its charitable entity, the Tennis Foundation, to provide a tennis provision for more than 20,000 schools, disadvantaged youth as well as promoting tennis as an inclusive sport for anyone with a disability. For further information about the LTA and British Tennis, and to review the British Tennis strategy for 2015–2019 visit www.lta.org.uk or follow us on Twitter @BritishTennis.