



In partnership with



Press Release

For immediate release

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### **LTA HITS 20,000 *TENNIS FOR KIDS* TARGET**

The Lawn Tennis Association (LTA) today has hit its target of getting 20,000 children signed up to take part in its biggest ever grass roots initiative, *Tennis for Kids* in partnership with Highland Spring this summer.

After Great Britain's historic Davis Cup by BNP Paribas win two years ago, the initiative was launched to establish a genuine tennis participation legacy by developing a new generation of tennis loving children.

The *Tennis for Kids* initiative aims to inspire children aged 5-8 to pick up a racket and play tennis for the first time. It's a six week course led by specially trained coaches, with free rackets given away to children who complete their course.

Last year, the LTA coached nearly 14,000 children through the initiative. This year, it set itself the stretch target of coaching 20,000 children and has already smashed it.

Additional courses are now being made available due to such popular demand and the LTA is giving 4,000 more kids the opportunity to try tennis for the first time. The extra courses will be running across the country and will continue to be delivered by the same 1,000 coaches recruited to lead the sessions. Parents can sign their kids up for the course at their closest venue at: [www.lta.org.uk/tennisforkids](http://www.lta.org.uk/tennisforkids)

**Alastair Marks, LTA Director of Participation, said:** *"We are thrilled to see how popular Tennis for Kids has been for a second year running. Demand for places has been sky high so it's great we can make more available for parents still hoping to book their kids onto courses. It's a testament to the hard work of our coaches that so many kids will have the chance to experience our great sport this summer. At the LTA, nothing is more important to us than inspiring a future generation to take up*



*tennis and get involved in a sport that they can continue to enjoy throughout their lives.*

**Johanna Konta, British female No1 and World female No 7, commented,** “My first memory is being involved in an after school programme when I was growing up. We’d spend a couple of hours just learning how to bounce the ball on the racket, little things like that but it was a lot of fun!”

*“Tennis for Kids gets kids involved; it gets them outside, or inside, but just generally active! Also, it’s for free, and you get a free racket which I think is very exciting, so, there’s no excuse not to get involved!”*

**Les Montgomery, Chief Executive, Highland Spring, adds:** “Smashing targets on the Tennis for Kids initiative at this stage is a massive accomplishment – it means we can continue our work with the LTA to offer even more children the opportunity to pick up a racket, have some fun and adopt healthy hydration habits at the same time.”

At the heart of the initiative is a commitment to encourage and inspire young people and their parents to take part in a sport that is sociable, accessible and affordable and can also be enjoyed throughout their lifetime and through our partnership with Highland Spring, establish healthy hydration habits – all in a fun and relaxed environment.

Visit <https://www.youtube.com/watch?v=TDrWee1xW6w&feature=youtu.be> to watch the class of 2016 tell their stories of Tennis for Kids.

**- Ends -**

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### **Notes to Editors**

About The Lawn Tennis Association (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 350,000 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 five grass court pro events leading up to Wimbledon, held in Nottingham (ATP & WTA), Birmingham (WTA), Queen’s Club-London (ATP) and Eastbourne (WTA), all of which are title sponsored by Aegon, our lead Partner who is



helping transform the sport in this country. The LTA works in partnership with 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 – 2018 visit [www.lta.org.uk](http://www.lta.org.uk) or follow us on Twitter @BritishTennis.

#### About Highland Spring Group

Highland Spring Group, parent company of the Highland Spring brand, is the leading producer of bottled water to the UK market. One in every five litres of bottled water consumed in the UK is produced by Highland Spring Group<sup>1</sup>. The Highland Spring brand has been an active supporter of British tennis from grassroots to the professional ranks for 10 years and the partnership with the LTA provides us with the ideal platform to promote our commitment to healthy hydration. For further information visit [HighlandSpring.com](http://HighlandSpring.com) or follow us on Twitter @Highland\_Spring.

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