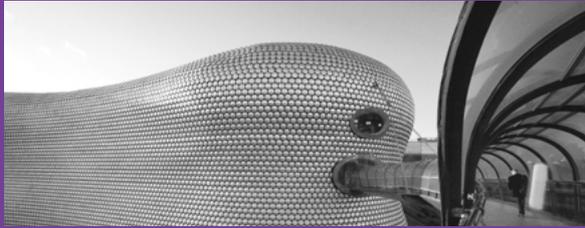



**VIKING
CLASSIC**
BIRMINGHAM

 **WTA**
250

IT'S IN



YOUR COURT

BIRMINGHAM

12-20 JUNE | EDGBASTON PRIORY CLUB

 **TENNIS**
FOR BRITAIN

 **WE'RE
FAN
READY**



River, Ocean and Expeditions

Inspiring journeys on ships designed for discovery

Since Viking launched its first river cruise in 1997, it has become recognised for inspiring, award-winning journeys, where you can immerse yourself in each destination.

Our fleet of innovative river, ocean and, now, expedition ships are purpose-built for your enjoyment and comfort. Cutting-edge engineering ensures the smoothest voyage. Serene Scandinavian interior design and panoramic views greet you at every turn. Spectacular onboard areas feature familiar spaces unique to Viking. While unrivalled service promises a relaxing and rewarding experience.

Building on our legacy of exploration, our new expedition journeys *Arctic Adventure* and *Antarctic Explorer* reveal an awe-inspiring view of the planet and its wildlife in pristine landscapes. All on extraordinary new ships designed for discovery, and which feature many industry firsts.

We look forward to sharing these new frontiers with you, where you can explore even more of the world in comfort.

Call 020 8780 7900 or book online at viking.com



**As an official partner of the LTA, Viking is the proud sponsor of
the Viking Open Nottingham, Viking Classic Birmingham and Viking International Eastbourne**

DELIGHTED

TO WELCOME YOU



I am delighted to welcome you to the 2021 LTA summer grass court tennis events - the Viking Open Nottingham, Viking Classic Birmingham and Viking International Eastbourne.

Viking, which offers culturally enriching, destination-focused river, ocean and expedition voyages, is a proud supporter of many historic and beloved British institutions so we are thrilled to be an official partner of the LTA, the national governing body of tennis for Great Britain which was founded in 1888.

We are very pleased to bring people together this summer to reconnect through our shared love of tennis, a sport which is particularly close to all our hearts here in the UK. This year, more than ever before, we are all looking forward to enjoying outdoor events together – safely and responsibly - as well as having the opportunity to watch some of the world’s best players in action.



Viking shares the LTA’s passion for innovation and also their commitment to making tennis accessible to everyone. As part of our partnership, we are pleased to support Seniors Tennis and we will be offering free tennis lessons later this year to over 50s and Viking guests through the LTA’s network of clubs and professional coaches.

To all the key workers joining us today, you deserve special recognition - on behalf of Viking, the LTA and all of the tennis fans here, thank you. Your hard work and dedication over the past year and a half will never be forgotten – and it’s the reason we are all able to come together at these events this summer.

I hope you enjoy the tournament - here’s to a summer of world class tennis and creating memories with our loved ones.

As we all begin exploring the world once again, we hope to welcome you on board a Viking ship very soon.

Wendy Atkin-Smith
Managing Director, Viking UK



WELCOME TO BIRMINGHAM



Dear Tennis Fans,

It gives me great pleasure to welcome you to the city of Birmingham for the Viking Classic Birmingham, which will once again showcase the world’s best tennis players.

Last season presented significant challenges - to tennis, the sports industry and the world as a whole - and the WTA with everyone is still navigating safely through these unprecedented times.

Whether you are with us at the Edgbaston Priory Club or following the event remotely via broadcast

or the Tour’s digital platforms, we hope you enjoy the action, entertainment and inspiration the athletes of the WTA provide. It’s because of our loyal fanbase that tennis is the leading global sport for women.

It has required tremendous hard work and collaboration to be able to stage the Viking Classic Birmingham this year, across sponsors, local suppliers, dedicated tournament staff and volunteers, and I would like to express my sincere thanks and appreciation to the team in Birmingham and the government of the United Kingdom for their ongoing commitment to women’s professional tennis.

As we reach the halfway point of the 2021 season, we remain optimistic that a return to normality in tennis and for the world is on the horizon, and I look forward to continuing the WTA story with you.

Stay safe.

Sincerely,

Steve Simon
Chairman & CEO
WTA – Women’s Tennis Association





SIMONA HALEP



PETRA KVITOVÁ

THE RACE IS ON

Only the best will compete at the Shiseido WTA Finals Shenzhen

WTATENNIS.COM/RACE



KAROLINA PLISKOVA



VIKING CLASSIC BIRMINGHAM 2021

FIND OUT ALL YOU NEED TO KNOW

ABOUT THE BRITISH GRASS COURT EVENT IN BIRMINGHAM

WHEN IS THE VIKING CLASSIC BIRMINGHAM 2021?

This Viking Classic Birmingham will feature two events: a women's WTA 250 level tournament and a women's wheelchair tournament.

Qualifying for the WTA 250 level event will begin on **Saturday 12 June**, with the main draw starting on **Monday 14 June**.

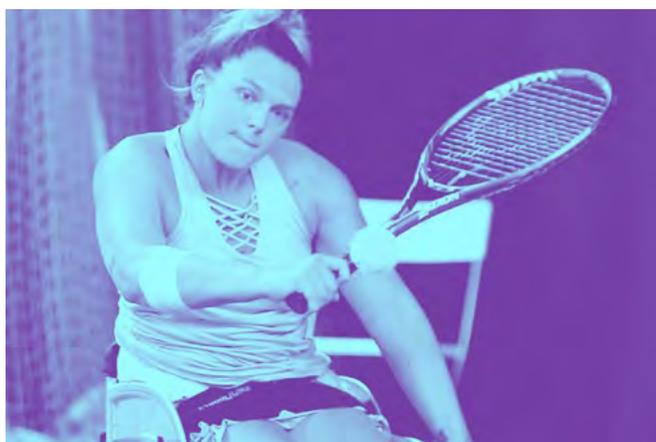
The women's wheelchair tournament will start on **Friday 18 June**.

The final of both tournaments will take place on **Sunday 20 June** – singles and doubles will feature.

WHERE IS THE VIKING CLASSIC BIRMINGHAM 2021 BEING HELD?

The Birmingham event has been held at Edgbaston Priory Club since 1983 and boasts Martina Navratilova, Billie Jean King, Maria Sharapova and Petra Kvitova among its former champions.

The WTA 250 tournament is the biggest annual women's-only sports event in the Midlands.



WHICH PLAYERS ARE COMPETING IN THE VIKING CLASSIC BIRMINGHAM 2021?

British Number One **Johanna Konta** will lead the home challenge but will face strong competition from top seeded World Number 15 **Elise Mertens**, among others.

The all-star line-up also features Tunisian fan favourite **Ons Jabeur**, ranked 25; former Birmingham Classic runner-up **Donna Vekic** and Grand Slam singles champions **Jelena Ostapenko** and **Svetlana Kuznetsova**.

In the wheelchair event Birmingham-born World No.4 **Jordanne Whiley** is set to carry British hope. The world's top three women will provide the toughest of challenges, though, including Whiley's best friend, Japan's World No.2 **Yui Kamiji**.

World No.1 **Diede de Groot** and World No.3 **Aniek van Koot** will be formidable opposition, De Groot having won the first of her back-to-back Wimbledon women's singles titles in 2017 before Van Koot beat her fellow Dutchwoman in the 2019 final.

HOW TO WATCH AND LIVE STREAM THE VIKING CLASSIC BIRMINGHAM

Fans will be able to follow the Viking Classic Birmingham on the BBC's Red Button and the LTA's own channels.

BETTER NEVER STOPS



[CASTORE.COM/AMC](https://castore.com/amc)





LTA OFFICIAL LICENSED RANGE NOW AVAILABLE!

Shop the full Men's, Women's and Kids
range by visiting crewclothing.co.uk
or head over to the Crew Clothing
Pop-Up store.



WIN THE HOLIDAY OF A LIFETIME TO

The Maldives

ENTER NOW



BRITISH AIRWAYS
Holidays



CONSTANCE
MOOFUSHI
MALDIVES

Staysure

Competition closes on the 31st July 2021. Full T&Cs apply.



GET CLOSER TO THE WTA

FREE TICKETS

FOR KEY WORKERS

AT OUR EVENTS THIS SUMMER



This summer we're offering free tickets to key workers for our summer major events – in recognition of their ongoing contribution to tackling the COVID-19 pandemic.

More than 1,000 tickets will be made available across our four major summer grass court events, all of which were canceled last year due to the pandemic.

Our events will operate at approximately 25% capacity this year – a number that is subject to UK government and Public Health England guidance to ensure sporting events are socially distanced and safe for anyone attending.

Tickets are being offered to key workers local to each event venue from the NHS, local police force and fire service, local transport workers and other local authority workers.

The number of tickets made available varies depending on the seating capacity of each venue, with for example 50 tickets available per day at Cinch Championships at The Queen's Club and 30 per day at the Eastbourne International.

Scott Lloyd, LTA Chief Executive, said:

“We are delighted to be able to make these tickets available to key workers to thank them for their incredible efforts over the past 14 months. Everyone at the LTA is very grateful for the sacrifices they have made in what has been an exceptionally difficult time for the whole country and we sincerely hope that they will enjoy our events. Sport isn't the same without spectators and, even though our events this year will operate with reduced capacity crowds, I can't wait to see supporters back in the stands – with key workers among them.”

Chris Pollard, LTA Digital & Events Director, said:

“Our events have always been rooted in their local communities and we're pleased to be able to recognise the efforts of our incredible key workers with this offer to enjoy free world class tennis at their local venues this summer. Even though they will look different, we are looking forward to bringing our events back this summer and it will be a great pleasure to welcome so many of those who continue to lead our fight against the pandemic.”



Our natural sweetness
comes from caring for our fields,
not from additives.

The UK's No 1 Canned Fruit Brand*

Del Monte THE TASTE OF NATURE

Learn more: www.delmonteeurope.com



Not all vitamins are created equal



That's why the LTA chose
Healthspan as the official
vitamins and supplements
of British Tennis



 healthspan.co.uk

Vitamins and supplements direct to your door

BIRMINGHAM



EVENT GUIDE

For all the latest information to ensure you have a great day at the Viking Open Birmingham

[PLEASE CLICK HERE](#)

2019 REVIEW

BARTY TRIUMPHS IN BIRMINGHAM TO BECOME WORLD NO.1

Ashleigh Barty became the first Australian woman in 43 years to reach the top of the singles rankings after she won the 2019 Birmingham Classic.

The then 23-year-old beat Germany's Julia Görges 6-3, 7-5 in the final to knock Japan's Naomi Osaka off the summit of the world rankings.

Barty, the French Open champion, gave up tennis in late 2014 and played Big Bash cricket for Brisbane Heat before returning to the sport in 2016.

Before Barty's achievement, the last Australian woman to reach the No 1 ranking was Evonne Goolagong in 1976, although it only came to light 31 years later after the discovery of an error in the records.

"I'm a little bit speechless," Barty said. "It's been a whirlwind few weeks for me, a whirlwind year, but to be able to follow in the footsteps of Evonne, even to be mentioned in the same sentence as her, is incredible.

"What she's done for our sport, for Australians all around the world, she's put us on the map and what she's done for indigenous Australians as well has just been remarkable.



"You always dream of it (being World No 1) as a little kid but for it to become a reality is incredible. It's not something that was even in my realm, this year we were aiming for top 10 and now to be where we are is a testament to all of the people around me.

"We started from scratch three and a half years ago without a ranking and now to be where we are is not only for me, but a massive, massive achievement for them."

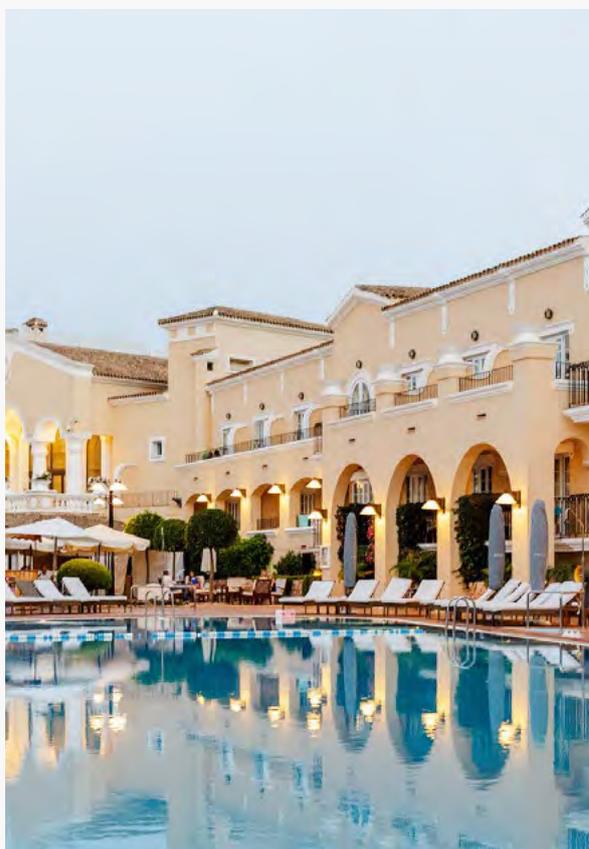
Speaking to Görges, Barty added: "It's just been the most incredible journey for myself and my team, and Jules, I couldn't think of a better person to share the court with.

"We've had an incredible week in singles and doubles, you're one of my best friends on tour and have always been there for me since I was a little tucker running around annoying everybody."

"She served an ace when I had set point so I think that says it all," Görges said. "It was a high-quality match and she deserved to win. I did everything I could today but she was better. I'm very happy this week I got seven matches, which is what I wanted."



THE ULTIMATE TENNIS HOLIDAY EXPERIENCE IN SOUTH-EAST SPAIN



LA MANGA CLUB
sport & leisure

+34 968 33 12 34
TENNIS@LAMANGACLUB.COM
LAMANGACLUB.COM



PERFECTLY BRITISH



NYETIMBER OFFICIAL SPARKLING WINE
OF THE CINCH CHAMPIONSHIPS

NYETIMBER

PRODUCT OF ENGLAND

#NYETIMBER
NYETIMBER.COM
ENJOY RESPONSIBLY

#GAME ON

THE WORLD TENNIS NUMBER

EVERYTHING YOU NEED TO KNOW



The LTA is introducing the ITF World Tennis Number this year, which is going to change the way tennis is played in Britain.

What is it? Well, it's a new rating system for all tennis players across the world. It will make it easier for everyone who plays tennis in Britain to organise and play against evenly-matched opponents.

Whether you're playing at Wimbledon (we can dream), or just meeting a friend to play matches at your local court (much more likely), everyone's welcome – and everyone will have their own Number.

In short, the ITF World Tennis Number has:

- **A universal rating system that ranges from 40 (recreational players) to 1 (pro players)**
- **Separate ratings for singles and doubles players – a world first**
- **A sophisticated algorithm that produces a real-time rating**
- **An algorithm that counts sets and matches played, which means the more you compete, the more accurate your rating will be**
- **A personalised digital 'Game zONE' feature, which will help players identify opponents with a similar rating online**

We are trying to make it as simple as possible for tennis players in Britain to organise and play more matches.

And we know how hard it can be to find someone of a similar level to play against. That's why we're adopting the ITF World Tennis Number – to make life easier for all tennis players.

The good news is you won't have to wait long – we're bringing in the ITF World Tennis Number in 2021. Britain will be one of the first countries in the world to adopt it (exciting times ahead!)

If you're an Advantage member, who wants to play or compete at any level, you'll be able to get your own ITF World Tennis Number for free.

The new rating system will cover everyone over the age of 10, and having an ITF World Tennis Number will be required for acceptance into certain competitions (this'll be made clear when you enter).

To find out more about the ITF World Tennis Number visit www.LTA.org.uk/WorldTennisNumber



10 THINGS YOU (PROBABLY) DIDN'T KNOW ABOUT PADEL



Loved by famous sporting figures and played across the globe, find out more about one of the world's fastest-growing sports.

1 PADEL WAS INVENTED IN MEXICO IN THE 1960S

Although a similar sport was played on British cruise ships and in Washington and New York in the 1910s – a game appropriately named platform tennis – it was in 1969 when padel, as it is played today, was created. Mexican businessman **Enrique Corcuera set up the first-ever padel court** at his holiday home in Acapulco – and the rest is history.

2 PADEL IS PLAYED IN DOUBLES

Padel courts are designed for four players and **are roughly 25% smaller than the size of a tennis court**. The speed of the game, combined with the smaller size of a padel court, makes singles play difficult, and most padel matches feature two pairs of players.

Some padel courts are designed especially for singles, but around **90% of all padel courts in the world are doubles specific**. At a professional level only doubles is played on the World Padel Tour, the leading competition for elite players.



3 PADEL RULES ARE SIMILAR TO TENNIS – BUT YOU SERVE UNDERARM

In padel scoring is the same as tennis – but there are many differences between the sports. A padel court has walls, so shots can be played off them, like in squash.

Also, unlike tennis, when a ball is served it must bounce once on the floor then hit from below, or at, waist height. When serving, players have two attempts to hit into an opponent's box.

Like tennis, a set is won when a team wins six games and there is at least two games difference – failing that the set is decided by a tie-break. Matches are best of three sets.

4 LIONEL MESSI HAS A PADEL COURT IN HIS GARDEN

Arguably the world's best footballer, Lionel Messi, is known to be a huge fan of padel. The sport – which is **played by around two million people in his native Argentina** – is popular with many footballers, with the likes of Zlatan Ibrahimovic, Gerard Pique and Francesco Totti also known to be regular players.

Messi is such a fan that he has a court at his home in Barcelona, Spain, and has been seen playing there against former team mate Luis Suarez.

5 IT'S THE SECOND-MOST-POPULAR SPORT IN SPAIN

Not only is padel wildly popular in Argentina, but its most commonly played in Spain. **The European country has more than 20,000 padel courts**, with an estimated four million active players. Behind football, it's the country's second-most-popular sport.

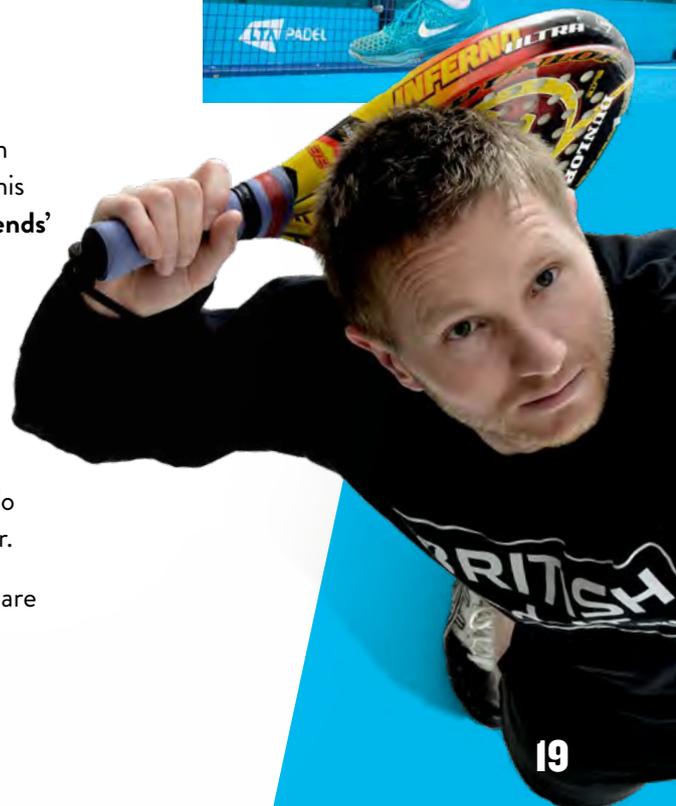
6 JAMIE MURRAY HAS PLAYED IN A PROFESSIONAL PADEL TOURNAMENT

Another well-known padel advocate is seven-time Grand Slam champion Jamie Murray. The former doubles World No.1 tennis player has described padel as **'a social sport I play with my friends'** and even took part in a British Padel Tour event in 2015.

7 PADEL BALLS ARE SMALLER THAN TENNIS BALLS

On first glance padel and tennis balls are almost identical – but there's a big difference. Padel balls have less pressure so do not bounce as much as tennis balls, and they're slightly smaller.

Padel is also played with 'bats' instead of 'rackets'. Padel bats are stringless and are shorter than tennis rackets.



8 LIVERPOOL MANAGER JURGEN KLOPP PLAYS PADEL WITH HIS COACHES

In an interview with the [Daily Mirror](#) it was revealed that football manager Jurgen Klopp is a regular on the padel court – and he uses the game as a place to discuss ideas with his coaches. His assistant manager, Pep Lijnders, said:

“The game has been a nice distraction from our daily routine. And yet, sometimes we come up with the best ideas to solve issues during these games.

“We sit down on a bench in between two sets and we discuss solutions for football problems. In fact, we do that a lot. When you are constantly playing matches or doing top-level training sessions every day, there is no time to wind down.

“So these games are the perfect moments to relax.”



9 THERE ARE MORE THAN 6,000 PADEL PLAYERS IN THE UK

As of November 2020 there are around 6,000 active padel players across the UK. **There are also currently 97 padel courts in Britain** – a number that is set to grow substantially over the coming years.



10 PADEL IS NOT AN OLYMPIC SPORT (YET)

While padel is not an Olympic sport there have been many calls for it to become one, as it continues to grow worldwide.

Currently padel is played in 57 countries across the world – in order to qualify as an Olympic sport, the sport must be played in at least 75 countries.

As it continues to go global, let's watch this space padel fans!



oppo

OPPO Find X3 Series 5G Awaken Colour

1 Billion Colour Dual Primary Cameras | 1 Billion Colour Display



www.oppo.com

   [OPPOMobileUK](https://www.oppo.com/uk)

1. Product pictures are for reference only. Please refer to the actual product.
2. 5G network connectivity depends on the 5G frequency band, whether the inserted SIM card is compatible with 5G networks, and whether 5G network construction is complete in the user's location.



PEOPLE'S SHOES OF ITALY



WHAT ARE LOCAL TENNIS LEAGUES?

Recently moved to a new area and want to make some new friends? Or maybe you're looking for a different challenge?

Either way, a Local Tennis League could be for you – here's everything you need to know about the UK-wide recreational tennis competition.



**LOCAL TENNIS
LEAGUES**

SO, WHAT IS IT?

Simply put, Local Tennis Leagues are tennis competitions held on public courts for anyone over the age of 18.

First set up in 2005 in Highbury, London, there are now more than 8,000 people competing in more than 140 Leagues across Britain.

HOW DOES IT WORK?

In each Local League, players are divided into groups of 6 to 8 players – who are all of a similar standard. Groups are open to both men and women, who will face one another in singles matches. Doubles and women-only leagues are available in some areas, too.

Each player attempts to complete a match against everyone else in their group over an eight-week period, or 'Round', as it's known.

A point is awarded for each set won, and the player with the most points at the end of the Round wins the group. It's as easy as that!

- Two bonus points and a free tube of tennis balls are awarded to players who complete three matches before the 'mid-point' of a Round (get those matches in early, we reckon).
- Group winners are also awarded a £20 voucher to spend in the [Local Tennis League online shop](#) – happy days!

IS THERE A LEAGUE NEAR ME?

Most likely. There are more than 140 Local Tennis Leagues across Britain – from Exeter to Inverness.

I HAVEN'T REALLY PLAYED TENNIS, DO I NEED TO HAVE LESSONS FIRST?

Not. At. All. Local Tennis Leagues aren't only for experienced players – every League has players of varying standards, so there's a place for you.

Whether you're there to push yourself, or just burn off enough calories for the post-match drinks, you'll find people with the same goals as you.

HOW DO I SIGN UP?

You can join by visiting www.localtennisleagues.com and creating your own profile by filling out a [questionnaire](#) about your tennis experience – we can then match you to other players.

Once you have a profile, you can sign-up and pay for your upcoming Round, for £18.





#WTAFOR
THEGAME

FOR THE RIVALRY FOR THE FIGHT



FOR YOUR ENTERTAINMENT

[WTATENNIS.COM/FOR-THE-GAME](https://www.wtatennis.com/for-the-game)





Life is a perpetual movement.
From the start to the end,
every step, every heartbeat counts.
No matter what lies ahead, keep on going.

THE THRILL OF PROGRESS

TAG HEUER CONNECTED

 Wear OS by Google



VIKING
CLASSIC
BIRMINGHAM

FOR THE LOVE OF
TENNIS FANS

**WASH YOUR
HANDS REGULARLY**



EVENT HEADLINE PARTNER



OFFICIAL PARTNERS



OFFICIAL SUPPORTERS




VIKING
CLASSIC
BIRMINGHAM

 **WTA**
250



THANK YOU FOR VISITING



 **TENNIS**
FOR BRITAIN

 **WE'RE**
FAN
READY