



PRESS RELEASE

IMG ACADEMIES NAMED A SPONSOR OF ATLANTA TENNIS CHAMPIONSHIPS

Legendary tennis coach Nick Bollettieri/IMG Bollettieri Tennis Academy staff to highlight “Kid’s Day”

ATLANTA, GA., June 9, 2010 – [IMG Academies](#) and [Atlanta Tennis Championships](#) today announced the world-renowned IMG Bollettieri Tennis Academy as an official sponsor of the Atlanta Tennis Championships. The Atlanta event, owned and operated by USTA Southern, will serve as the kick-off to the 2010 Olympus US Open Series and runs July 19-25.

Taking place from July 19-25, the [Atlanta Tennis Championships](#) will feature some of the world’s top ATP players, plus the US Open National Playoffs Qualifying Tournament and a “Kid’s Day” led by coaching guru Nick Bollettieri from 11:30 a.m. to 3 p.m., Wednesday, July 21.

“After 50-plus years of coaching, I still get tremendous joy from working with kids because they represent the future of tennis,” said Bollettieri, who has coached 10 worldwide No. 1-ranked players. “The Atlanta Tennis Championships combine everything that’s good about tennis – top professionals, passionate players battling for one qualifying spot in the US Open and excited kids who enjoy the game.”

Bollettieri will host a clinic for 100-plus kids from 11:30 a.m. to 12:30 p.m., followed by him hosting a Q and A about tennis, match strategy and other tennis-related topics for fans of all ages from 1-2 p.m. on the Stadium Court. He will then be available for autographs from 2-2:30 p.m.

“Obviously we are thrilled that Nick Bollettieri will be a part of the inaugural Atlanta Tennis Championships,” Tournament Director Bill Oakes stated. “Not only are we excited to bring an ATP event and some of the greatest athletes in the world back to the Atlanta market, but we are committed to growing the game of tennis and having someone with Nick’s experiences and insight into the game share his knowledge will be a great experience for our patrons.”

The Atlanta Tennis Championships will feature a 28-player singles draw and 16-team doubles draw. Committed ATP players include John Isner, Marcos Baghdatis, Lleyton Hewitt, James Blake, Robby Ginepri and Mardy Fish. Concurrently, the men’s winners from 16 US Open National Playoffs Qualifying Tournaments will battle for one spot in the 2010 US Open Qualifying Tournament in Flushing Meadow, N.Y.

For more information, go to www.atlantatennischampionships.com or contact Ron Cioffi, 678-527-2112, cioffi@sta.usta.com.

About IMG Academies

IMG Academies is the world’s largest and most advanced multi-sport training facility for athletic, academic and personal development. Over the span of 30-plus years, the Academy’s advanced training methods have helped countless youth, adult, collegiate and professional athletes improve in sport and life by providing an energetic and inspiring atmosphere on a 400-acre campus. Consisting of the IMG Bollettieri Tennis Academy, IMG Leadbetter Golf Academy, IMG Madden Football Academy, IMG Performance Institute, and IMG Baseball, IMG Basketball, IMG Lacrosse and IMG Soccer academies, the Bradenton, Fla.-based Academy attracts more than 12,000 dedicated athletes from approximately 80 countries every year. Through specialized training, expert coaching and customizable programs for all ages and ability levels, IMG

Academies offers the ultimate preparation for life in and out of the athletic arena. Find more info at www.imgacademies.com.

About the Atlanta Tennis Championships

The Atlanta Athletic Club, Johns Creek, Ga., will be the tournament site. The ATP formally awarded the ATP 250 sanction Atlanta Tennis Championships to the USTA Southern Section in December 2009. The Atlanta event will serve as the kick-off to the 2010 Olympus US Open Series.

Premium tickets are now on sale and daily tickets are now on sale. To order daily tickets by phone, call 866-840-8822. For an order form or other ticket info, call (678) 527-2138 or visit www.atlantatennischampionships.com.

About the Olympus US Open Series

Now in its seventh season, the **Olympus US Open Series** has established itself as a true regular season of hard court tennis, linking 10 summer tournaments to the US Open. Fans can follow the action throughout the summer through national television coverage, culminating each week with back-to-back men's and women's finals every Sunday afternoon. Players battle for \$40 million, including a chance for bonus prize money at the US Open. In 2008, **Olympus** became the first title sponsor of the Series. The Olympus US Open Series is also supported by sponsors **American Express**, **Evian** and **Grand Marnier**.

Sam Querrey won the 2009 Olympus US Open Series men's title and **Elena Dementieva** won the women's title. In 2007, **Roger Federer** collected the biggest paycheck in tennis history -- \$2.4 million -- for winning US Open and the Olympus US Open Series. In 2005, **Kim Clijsters** also captured both the US Open and the Olympus US Open Series, winning \$2.2 million -- the largest purse in women's sports history.

About USTA Southern

The USTA is divided into 17 sections, of which USTA Southern is the largest. The 185,000+ USTA members living in Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee make up USTA Southern, and account for approximately 25 percent of the total USTA membership. The section owns and operates the Atlanta Tennis Championships, an ATP World Tour 250 tournament. A professional staff housed in Norcross, Ga., carries out USTA Southern's daily operations, but policy is formed and much of the organization's work is executed via a board and committee structure of over 200 volunteers. For more information about the types of programs and services offered by USTA Southern, visit www.southern tennis.com.

Web Site Links: IMG Academies Atlanta Tennis Championships 2010 Olympus US Open Series	Related Media Kits:
Related Releases: Fish, 18 Others Added To Main Singles Draw Isner, Blake Added To Player List Former No. 1 Lleyton Hewitt To Play Atlanta	Related Fact Sheets: Atlanta Tennis Championships FAQs

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For more information, contact:

Ron Cioffi

USTA Southern Director of Communications

Office: 678-527-2112, cell: 770-378-7856

Cioffi@sta.usta.com