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PRESS RELEASE

For Immediate Release

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USTA TEXAS JR. TEAM TENNIS SPRING CHAMPIONSHIPS IN MIDLAND THIS WEEKEND

Midland, Texas – On Friday, May 16, through Sunday, May 18, the United States Tennis Association (USTA) Texas will host the Junior Team Tennis Spring Championships at four tennis facilities across the city of Midland. Approximately 300 tennis players age eight to 18 from across the state will be participating in this event, including local area teams from Midland, Odessa and Fort Stockton. Winners from the 14U Intermediate Division and 18U Intermediate Division will advance on to compete at the USTA National Championships. The tournament will take place at the Bush Tennis Center (tournament's main site), 5700 Brianwood Ave., Midland College Tennis Center, 3600 N. Garfield St., Green Tree Country Club, 4900 Green Tree Blvd., and Midland High School, 1206 W. Illinois Ave.

Amanda Friday is the West Texas Tennis Service Representative with USTA Texas and says this is the first time a USTA Texas sectional event has been held in Midland. She said to host the Jr. Team Tennis Championships, a city needs a minimum of 50 tennis courts. With the new Bush Tennis Center in Midland, along with its other great facilities and strong tennis community, Midland immediately became a contender because they could handle an event this size and they wanted us to be here.

"The Sports and Entertainment Association of Midland worked extremely well with us and we were lucky to be eligible to apply for grant funding with them that would allow us to make this event bigger and better than ever, along with securing hotel rates that would allow teams to stay at a reasonable cost," said Friday. "Everything from the get-go has been smooth and handled very well."

On Saturday evening, the Midland Convention & Visitors Bureau (CVB), Midland Sports & Entertainment Association (SEAM), and the USTA Texas is providing a free dinner for all coaches, parents and players. Motivational speaker, former professional tennis player, and best-selling author, Dwight Edwards, will be the keynote speaker during dinner. Following the dinner, there will be a party with a DJ, photo booth, graffiti paint tennis ball wall, along with other fun activities on the center court of the Bush Tennis Center.

"We want kids to experience things at this Championships that they never have before and we couldn't have done it without the help from the Midland Convention and Visitor's Bureau and SEAM," said Friday. "We're very excited the event is coming to Midland. Our West Texas teams are used to traveling to Austin, Waco, San Antonio, Houston, or New Braunfels for events, so it's nice to have something in your own backyard. Visitors should expect some great West Texas hospitality."

Sarah Marston is the sports sales manager for the Midland Convention & Visitors Bureau and worked with Friday to secure this event in Midland.

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“Some of these athletes have never been to this part of Texas and we’re excited to roll out our West Texas hospitality for this group,” said Marston.” We’ve got a lot of exciting activities planned for them to be out in the community between their matches. We hope to keep them coming back for future events.”

All tennis matches during the USTA Texas Junior Team Tennis Spring Championships are free and open to the public. Matches are running from 8 a.m. until about 4 p.m. on Saturday and 8 a.m. until about 1 p.m. on Sunday at all sites. There will be a “PlayDay” at Bush Tennis Center's 10 and Under 36' courts starting at 1 p.m. Saturday with John Newcombe's Tennis Ranch. It's free and open to the public. More information can be found online at <https://www.youthtennis.com/events/details/?EventId=TRc1FKku2yUH1ehVcPdGgdBnigFmVKaF24fYHyHrnGw%3d#.U2wGlyg0oRk> or [youthtennis.com](https://www.youthtennis.com) by entering your Midland zip code.

“Please come out and support our local teams who have never had the home court advantage before,” said Marston. “This event is estimated to bring in more than a million dollars in direct visitor spending with each tennis participant traveling with their family, fans, trainers and coaches. Please welcome them to Midland as you may see them in our restaurants, retail shops and attractions.”

The above information has been provided by USTA Texas and distributed by the Midland Convention & Visitors Bureau. This event is projected to bring in \$1,068,000 in direct visitor spending to the Midland economy.

The mission of the Midland Convention & Visitors Bureau is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination.

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