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**TennisONE's cutting-edge mobile app technology selected to elevate the fan experience at Rogers Cup presented by National Bank**

**[Montreal, Quebec]** – Fans at this year's Rogers Cup can get everything they need to enjoy the tournament experience right through their mobile device. The official tournament app, available on both iOS and Android, centers on providing innovative ways to elevate the fan experience at the Rogers Cup.

The Rogers Cup presented by National Bank is a joint ATP Masters 1000 and WTA Premier 5 event held annually in both Montreal and Toronto. The official app is the premier source for everything related to the tournament with access to draws and live scores, news and event information, tickets, and In-Seat and Express food and beverage service.

The app also offers players the chance to engage through the revamped Player Access feature. Through Player Access, players can log-in to schedule practice court times, arrange transportation, and live chat with a concierge, all through the app. Players will also have immediate access to official tournament photos.

Fans can go head-to-head in the app's Fan Central with fun Challenges and Trivia where they can earn points to redeem for one-of-a-kind experiences and tournament merchandise. Fans can also visit the App Rewards Booth to redeem points and learn more about the app's features while on-site.

TennisONE is the mobile app provider-of-choice for more than a dozen professional tennis tournaments, including: Rolex Paris Masters, Rogers Cup, Western & Southern Open, Hall of Fame Open, New York Open, BB&T Atlanta Open, Winston-Salem Open, Volvo Car Open, Mubadala Silicon Valley Classic, Ladies Open Lausanne, and Swiss Open Gstaad.

“We’re so excited to further our relationship with Tennis Canada and Rogers Cup,” Kristin Geer, TennisONE’s Chief Executive Officer, said. “We’re incorporating more food and beverage options to bring as much delight to the fan’s experience as possible, Geer said.

“We are happy to release the 2019 Rogers Cup/Coupe Rogers App,” said Ben Makarenko, Director, Marketing and Digital Innovation. “We are constantly looking for ways to improve our tournament and the app is a prime example of our innovation efforts. It is certainly a crucial element to the fan experience, providing people with quick access to important information as well as a number of fan enhancement features. Having worked with the terrific team at Bleachr on this project, we feel we are an industry-leader in the space.”

TennisONE is a product of BleachrONE, the leading mobile sports app tournament partner, whose patented geofence technology has powered more than 8 million fan interactions across hundreds of global sporting events.

### **About Rogers Cup presented by National Bank**

Rogers Cup presented by National Bank is a Tennis Canada owned and operated world-class tournament celebrating its 139th anniversary of the men's event from August 2-11, 2019 at IGA Stadium in Montreal and its 127th anniversary of the women's event from August 3-11, 2019 at Aviva Centre in Toronto. As a WTA Premier 5 tournament, ATP World Tour Masters 1000 tournament, and US Open Series event, Rogers Cup presented by National Bank will showcase the world's best players. Rogers Cup presented by National Bank is the third-oldest title in tennis,

behind only Wimbledon and the US Open. For more information and tickets visit [www.rogerscup.com](http://www.rogerscup.com).

### **About Tennis Canada**

Founded in 1890, Tennis Canada is a non-profit, national sport association with a mission to lead the growth of tennis in Canada and a vision to become a world-leading tennis nation. We value teamwork, passion, integrity, innovation and excellence. Tennis Canada owns and operates the premier Rogers Cup presented by National Bank WTA and ATP World Tour events, 9 professional ITF sanctioned events and financially supports 13 other professional tournaments in Canada. Tennis Canada operates junior national training centres/programs in Toronto, Montreal, Vancouver and Calgary. Tennis Canada is a proud member of the International Tennis Federation, the Canadian Olympic Committee, the Canadian Paralympic Committee and the International Wheelchair Tennis Association, and serves to administer, sponsor and select the teams for Davis Cup, Fed Cup, the Olympic and Paralympic Games and all wheelchair, junior and senior national teams. Tennis Canada invests its surplus into tennis development. For more information on Tennis Canada please visit our Web site at: [www.tenniscanada.com](http://www.tenniscanada.com) and follow us on Facebook and Twitter.

The official Rogers Cup app is available to download now in the Apple App Store and Google Play Store. For more information on how to download the app, please visit [www.rogerscup.com](http://www.rogerscup.com) or [www.couperogers.com](http://www.couperogers.com).

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