

Association News

(USTA press release in PDF)

USTA SELECTS BRANDON TENNIS ASSOCIATION (S.D.) 2008 NATIONAL COMMUNITY TENNIS ASSOCIATION OF THE YEAR

WHITE PLAINS, N.Y., January, 2009 – The USTA announced that the **Brandon Tennis Association (S.D.)** has been selected as the **2008 National Community Tennis Association of the Year**. It will be honored before more than 600 community tennis leaders at the annual USTA Community Tennis Development Workshop held on February 14, 2009 at the Hilton Head Marriott Resort & Spa on Hilton Head Island, S.C.

The Brandon Tennis Association (BTA) is a non-profit, volunteer-based organization that has grown rapidly from a group of interested parents and players in the summer of 2005 to the vibrant, player-driven organization that it is today. The mission of the BTA is to grow tennis in the community, providing opportunities for people of all ages to learn, play and compete.

Working in cooperation with the Brandon City Council and school district to help make their vision a reality, the BTA spearheaded an effort to develop an eight-court tennis complex complete with four new tennis courts and an 800 square-foot welcome center. For the project, the group raised more than \$200,000 in private donations, received almost \$60,000 from the USTA through grants, and was extended \$120,000 from the Brandon school board and \$80,000 from the City of Brandon.

Upon opening in June 2007, adult leagues and summer tennis opportunities for junior players were developed through Jr. Team Tennis programs. The new courts also allowed the Brandon School District to implement a no-cut policy for all of its after-school tennis programs. One indication of the BTA's success is the marked growth of its summer youth tennis program from 45 participants in 2005 to over 200 players this past summer.

“The BTA is a prime example of how a community can successfully come together to achieve a common goal,” said Kurt Kamperman, Chief Executive, Community Tennis, USTA. “The organization has shown great dedication and commitment in growing the game of tennis in Brandon and has earned the 2008 Community Tennis Association of the Year Award.”

“It was just three years ago that we decided to become a CTA. We not only had to sell the idea of these tennis courts, we had to sell the idea of tennis to the community,” said Becky Blue, President, Brandon Tennis Association. “We are delighted that our organization has been recognized for our cooperative efforts and for growing the great sport of tennis throughout the Brandon community.”

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The USTA is the national governing body for the sport of tennis in the U.S. and the leader in promoting and developing the growth of tennis at every level -- from local communities to the highest level of the professional game. A not-for-profit organization with 725,000 members, it invests 100% of its proceeds in growing the game. It owns and operates the US Open, the highest attended annual sporting event in the world, and launched the Olympus US Open Series linking 10 summer tournaments to the US Open. In addition, it owns the 94 Pro Circuit events throughout the U.S., and selects the teams for the Davis Cup, Fed Cup, Olympic and Paralympic Games. The USTA philanthropic entity, USTA Serves, provides grants and scholarships and through tennis, helps underserved youth and people with disabilities to improve academics, build character and strive for excellence. For more information on the USTA, log on to usta.com.