

# 23.6 Million Reasons

WHY YOU SHOULD ADVOCATE  
FOR YOUR TENNIS COURTS



While tennis remains the most popular racquet sport in the United States, pickleball has also experienced a significant increase in participation, ultimately driving the demand for adequate tennis and pickleball courts across the country.

## TOTAL U.S. TENNIS & PICKLEBALL PARTICIPANTS

### TENNIS

**5.9M+**  
SINCE 2019

**23.6M**  
TOTAL



### PICKLEBALL

**8.9M**  
TOTAL



## WE ALL CAN ADVOCATE FOR TENNIS

It starts by reaching decision-makers in the public, private, and non-profit sectors and illustrating how tennis facilities and programs are necessary for a healthy community.

Studies show that tennis can add ten years to your life, more than any other sport or activity. Tennis is a lifelong sport, and for youth who play, it can improve academic performance, reduce obesity risks and improve mental health. Tennis isn't just a sport, it's a vital community activity.

**SCAN TO LEARN MORE  
& GET STARTED ►**

Contact Tennis Venue Services at  
[facilities@usta.com](mailto:facilities@usta.com) for additional  
advocacy support



# Five Steps You Can Take To Preserve Tennis Courts

## Step 1

Do your research and define your objectives

## Step 2

Determine the decision making process for your municipality

## Step 3

Build an extended team of advocates

## Step 4

Identify key influencers to reach out to, including the Park & Recreation Agency Director, City Council members, School Board members, County Commissioners, City and/or County Mayors' offices

## Step 5

Go to [usta.com/advocacy](https://usta.com/advocacy) to access turnkey materials, presentations and information to develop your tennis advocate communication plan

**There are ways to preserve tennis courts while accommodating pickleball.**

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