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Visit LoveYourFit.net for Free Tennis Opportunities

USTA NorCal launches Innovative Campaign to Promote Love for Tennis

ALAMEDA, Calif. – May 23, 2018 – The United States Tennis Association (USTA) Northern California is launching its first regional broadcast and digital branding campaign, *Love Your Fit*, today.

This new branding campaign showcases real tennis players from Northern California and demonstrates how easy it is to fit tennis into your active lifestyle. The message is simple: Summer is approaching. Anyone looking to be fit and have fun can easily add tennis to their routine.

“Tennis is fun, social and has great cardio benefits,” said USTA NorCal’s Marketing Manager, John Franco. “With our *Love Your Fit* campaign, we show the many ways to play the game and we are building on our overall mission to ‘grow and develop the game of tennis at all levels.’ The campaign illustrates that tennis is available to anyone – whether you play on your street, at your office, or on a public court. Tennis can fit into any budget and any schedule.”

The Love Your Fit campaign coincides with the consumer launch of Net Generation, USTA’s national new youth brand. Net Generation provides American tennis with a unified youth brand that inspires today’s kids to play the game, encourages more tennis in schools, parks, tennis clubs, and helps parents learn more about the sport. All Net Generation providers are required to complete a Safe Play background screening, adherence to Safe Play policies, USTA policies, and all applicable external laws and regulations.

Parents and their kids who sign up can take advantage of Net Generation programs, get access to coaches, Net Generation events, gear and more.

Adults who visit LoveYourFit.net can find where to try tennis near them, and info to sign up. After completing an entry-level program like USTA NorCal’s Ready, Set, Rally!, participants will receive four free opportunities to continue playing tennis: Try Team Tennis, Flex League, **Adult Leagues*** and **1-Day Tournaments.*** (Requires a USTA membership)

USTA NorCal is focused on reaching all tennis players and enthusiasts and ensuring access to the multitude of tennis programs offered throughout its region. “Whether you are 8 or 80, whatever your ability – beginner to expert – you can get on a court and get into the game,” Franco added. Visit www.loveyourfit.net – that’s dot NET like in tennis – to learn more, and view **the commercials on YouTube.**

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USTA Northern California, headquartered in Alameda, is the fourth largest section of the United States Tennis Association. With 45,000 individual members, hundreds of organizational members, volunteers, and a professional staff, USTA NorCal is devoted to promoting and developing the growth of tennis as an inclusive and inviting lifetime activity in Northern California and Northwest Nevada. For more information, visit www.usta.com, “Like” the official [Facebook](#) page, or follow @ustanorcal on Instagram and Twitter.