



FOR IMMEDIATE RELEASE

March 2, 2015

Contact: Arielle Alpino
Obviouslee Marketing
(757) 810-3301
arielle@obviouslee.com

FAMILY CIRCLE CUP GOAL TO GROW GAME OF TENNIS
Tournament partnering with SunTrust and MW Tennis to offer free junior tickets to the Family Circle Cup along with a free lesson

Social Media: The @FamilyCircleCup is partnering w/ @SunTrust to offer kids 15 & under free admission all week to the tournament, April 4-12. #chs #WTA

DANIEL ISLAND, S.C. – The [Family Circle Cup](#) tennis tournament has made its 2015 mission to grow the game of tennis, starting with its junior fans. In partnership with [SunTrust](#), kids 15 and under will receive free admission all week to the Family Circle Cup, April 4 – 12, 2015, in Charleston, SC on Daniel Island. In addition every junior that takes advantage of the free ticket will be provided one free lesson from MW Tennis during the year at the Family Circle Tennis Center.

“It’s important for our tournament to create a program to inspire juniors to get out and play the game of tennis, and to expand that relationship beyond the nine days of the tournament,” said Bob Moran, Family Circle Cup Tournament Director. “We want the Family Circle Cup and the Family Circle Tennis Center to become a vehicle for kids to fall in love with the sport all yearlong. SunTrust continues to be a fantastic partner to the Family Circle Cup and the Charleston community. This gesture shows how committed they are to making a difference.”

“At SunTrust, we are proud of our partnership with the Family Circle Cup for eight years,” said Mark Lattanzio, SunTrust’s Charleston Region President. “This youth outreach initiative to expand tennis participation in the Lowcountry is important as a way to help encourage the health and well-being of the future generations of our community. Not only will the junior players have a chance to enjoy and learn about tennis at the tournament, but the financial support to them is impactful.”

Free junior tickets can be redeemed via www.FamilyCircleCup.com or at the Box Office. To sign-up for a free lesson with MWTennis, visit the academy’s booth on-site during the tournament.

About the Family Circle Cup

The Family Circle Cup is the largest women’s only tennis tournament in the world, and *Family Circle* is the longest running title sponsor of a sporting event in the United States, as well as in all of professional tennis, worldwide. With more than 21 million readers, *Family Circle* is one of the most widely read monthly magazines in America and is one of 14 leading subscription magazines owned by Meredith Corporation, which speaks to 80 million women nationwide. The Family Circle Cup receives four days of live broadcast domestically on ESPN2, and is viewed

internationally in more than 143 countries, featuring more than 200 hours of live and delayed global broadcast time, reaching 9+ million viewers worldwide.

For more information on the Family Circle Cup, call (800) 677-2293, email info@familycirclecup.com, visit www.FamilyCircleCup.com, Facebook ([Family Circle Cup](#)), Twitter ([@FamilyCircleCup](#)) or Instagram ([@FamilyCircleCup](#)).

Family Circle Tennis Center
City of Charleston Facility

161 Seven Farms Drive · Daniel Island · Charleston, SC · 29492
Ph: (800) 677-2293 · Fax: (843) 849-5392 · www.familycirclecup.com

###