



News Release

FOR IMMEDIATE RELEASE

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Texas' First 36' Courts to be Unveiled at Cotton Creek Club

Austin, Texas - The United States Tennis Association Texas Section, along with the Cotton Creek Club, are proud to announce the unveiling of the state's first 36-foot tennis courts, designed specifically for children ages 10 and under.

Cotton Creek has converted three regulation size tennis courts into 12, smaller 36-foot courts. The courts are part of the USTA's QuickStart Tennis initiative.

QuickStart Tennis is an exciting new play format for learning tennis, designed to bring kids into the game by utilizing specialized equipment, shorter court dimensions and modified scoring, all tailored to age and size. It is divided into two different levels-- ages 8 and under and ages 10 and under, similar to models used successfully in other youth sports (such as youth baseball).

The play format addresses one of the most intimidating scenarios for young children learning to play tennis; playing on adult-sized courts with the same oversized and unwieldy equipment that their parents use, as well as using the same complicated scoring system. This combination can cause children to lose interest without ever really playing and experiencing the game, not to mention actually learning the skills necessary to succeed.

"This is the future of tennis," says Ken McAllister, Executive Director of the USTA Texas Section. "We have seen how successful this has been getting kids into tennis across Europe utilizing this 'small court' format and are again excited that Texas and Cotton Creek are at the forefront of bringing these courts to the United States."

In addition to unveiling the courts, there will be a brief dedication ceremony, followed by a free kids' clinic, open to all children ages 10 and under.

What: Unveiling and dedication of Texas' first 36-foot tennis courts for young kids, as well as a free clinic

When: Friday, August 15 from 9 – 10:30 a.m.

Where: Cotton Creek Club, 9055 John T. White Road, Fort Worth, 76120

On Site Contact: Laura Gilbert, USTA Texas Tennis Service Representative

The USTA Texas Section is the governing body for the sport of tennis in Texas 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. It is one of 17 sections across the U.S. and Puerto Rico which make up the USTA. A not-for-profit organization with 53,000 members, it invests 100% of its proceeds in growing the game. For more information on the USTA Texas Section, log on to www.texas.usta.com.

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