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CARDIO TENNIS PARTNERS WITH RALLY FOR THE CURE TO HELP FIGHT BREAST CANCER

Hilton Head Island, SC (March 17, 2009) – The Tennis Industry Association (TIA) has joined forces with Rally for the Cure to give official Cardio Tennis sites nationwide the opportunity to host events that will allow players to get in shape with Cardio Tennis and demonstrate their support of breast cancer awareness in their community.

“Teaming up with Rally for the Cure seemed like a natural partnership for us since Cardio Tennis is a program that promotes a healthy lifestyle and supporting breast cancer awareness goes right along under that umbrella,” says Brian O’Donnell National Grassroot Programs Manager for the TIA. “It is exciting that we have already seen such a positive response from our Cardio Tennis facilities. We are anxious to see the types of Rally events that these facilities can host for such a worthy cause.”

“We are so excited about our partnership with the TIA and supporting Cardio Tennis as a way to Rally for the Cure,” states Holly Gill, Senior Marketing Manager for Rally. “Spreading awareness about breast health is so important and Cardio Tennis is a great way to encourage women to take charge of their health while reminding them of the importance of early detection.”

Cardio Tennis/Rally for the Cure events have already been booked at four different sites in the south and approximately 60 facilities have expressed interest in hosting an event in the future. For more information on hosting a Cardio Tennis/Rally for the Cure event at your site, please e-mail tennis@rallyforthecure.com.

About Rally for the Cure

Rally for the Cure works to spread awareness about breast health and breast cancer through golf, tennis and dining events. More than 3,500 annual events hosted by volunteer Ambassadors invite friends, family and community members to participate in an activity such as a Cardio Tennis clinic. Participants have a chance at winning a prize and receive an event gift bag including breast health information and a one-year subscription to a Conde Nast magazine such as, SELF, Golf Digest, Bon Appetit and Conde Nast Traveler.

In partnership with Susan G. Komen for the Cure® and Conde Nast Publications, Rally empowers people to spread the life-saving message of early detection in their communities through an activity they are passionate about such as Cardio Tennis.

Cardio Tennis, created in 2005 through a joint effort between the TIA and USTA, is a fun group activity featuring drills to give players of all abilities an ultimate, high energy workout. Taught by a teaching professional, Cardio Tennis includes a warm-up, cardio workout, and cool down phases. Players are encouraged to wear heart-rate monitors to monitor their heart-rate and keep track of calories burned. Many people have experienced dramatic weight-loss by participating in Cardio Tennis programs. It provides an alternate way to get fit and stay healthy without going to a gym everyday.

The Tennis Industry Association, the not-for-profit trade association for tennis, is THE unifying force in the tennis industry whose mission is to promote the growth and economic vitality of tennis by working closely with the USTA and industry partners to develop and implement initiatives to increase tennis participation. Core TIA activities include TIA/USTA Tennis Health Index, Consumer and Trade Research, Growing Tennis System including Tennis Welcome Centers, Cardio Tennis, 50-50 Co-op Program, Quickstart Tennis and TennisConnect.org. For more information, please visit TennisIndustry.org or GrowingTennis.com or call the TIA at 866-686-3036.

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