



TWC UPDATE
May 2007 Issue



A PERFECT MATCH FOR GRASSROOTS TENNIS:

TENNIS WELCOME CENTERS & COMMUNITY TENNIS ASSOCIATIONS

If your Tennis Welcome Center (TWC) is looking to expand tennis participation in your community, then look to your local Community Tennis Association (CTA) for valuable resources. The USTA has **nearly 1,000 registered CTAs that coordinate and maintain tennis programs and services** and guarantee that they are available to all. These tennis enthusiasts can act as advocates, program administrators, promoters or fund-raisers. Fueled by local volunteers, they exist to promote and develop the game of tennis.

The mission of CTAs is to deliver tennis to a large and diverse population of community tennis players without regard to age, race, gender, level of play, or socioeconomic status. However, many CTAs don't have their own facilities to support their programs and rely heavily on parks and clubs to fulfill their mission. **TWCs represent the ideal partner for CTAs to be successful in increasing community-wide tennis participation.** If a TWC has a partnership with its local CTA, TWCs are increasingly able to **expand membership, maximize court time and increase tournament participation.**

Registered CTAs enjoy many USTA benefits, including:

- access to affordable master liability and directors and officers insurance
- exclusive access to grants and scholarships
- website development
- organizational "best practices"

TAKE ACTION: If you haven't done so, reach out to your local CTA, attend a board meeting and see how you could establish a lasting partnership to expand your membership and grow tennis participation.

For more information and to find the nearest CTA in your community: visit <http://www.usta.com/cta> or email cta@usta.com

***FIND A TWC NEAR YOU** AT [HTTP://WWW.TENNISWELCOMECENTER.COM](http://www.tenniswelcomecenter.com)

***DISCOVER GREAT BENEFITS THAT COME WITH TWC STATUS** AT [HTTP://PARTNERS.TENNISWELCOMECENTER.COM](http://partners.tenniswelcomecenter.com)