



Press Release

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LTA ANNOUNCE STREETGAMES AS NEW NATIONAL CHARITY PARTNER

- **LTA to support StreetGames' work to use the power of sport to create positive change in the lives of disadvantaged young people**
 - **Partnership to run until end of 2021**
- **Partnership launched at the Fever-Tree Championships this week and is being supported by BNP Paribas**

The LTA, the governing body for tennis in Britain, has announced StreetGames as its new national charity partner for the next three years.

StreetGames is one of the UK's leading 'sport for development' charities, and works to harness the power of sport to create positive change in the lives of disadvantaged young people right across the UK. StreetGames' work helps to make young people and their communities healthier, safer and more successful.

The LTA chose the charity as its new partner after putting a shortlist to a colleague vote. The partnership closely aligns with the LTA's new vision to open up tennis to many more people in Britain, and its work to make the sport relevant, accessible, welcoming and enjoyable.

Running until the end of 2021, the new partnership will see the LTA work with StreetGames to help increase the profile of the charity and raise funds to support its work. As part of the collaboration, the LTA will use the major events it stages around the country to encourage tennis fans to join them in supporting the charity, starting with the Fever-Tree Championships at The Queen's Club this week.

The coin toss for Sunday's final at the world-famous grass court event will be performed by 16 year old Kevin Jacob, from Southwark, London. Kevin has dedicated over 300 hours as a volunteer



multisport coach and youth mentor in his local community in the last year; has served as a StreetGames Young Advisor and was recently shortlisted for StreetGames Volunteer of the Year award. That moment will be the culmination of a week of activity at the tournament, with StreetGames being promoted around the grounds and receiving funds from ticket resales, ball sales and attendee donations.

Scott Lloyd, Chief Executive of the LTA said *“StreetGames is a brilliant charity and we are really excited about working with them over the next three years. Their work to use sport to positively impact the lives of disadvantaged young people can make such a difference, and is a fantastic fit for the LTA and our new vision to open up tennis to anyone who wants to get involved. We’re looking forward to introducing StreetGames and the work they do to the wider tennis family in the coming weeks and months.”*

Jane Ashworth, Chief Executive of StreetGames said *“Tennis forms an important part of StreetGames’ sporting offer, so we are absolutely thrilled to be announcing this new partnership with the team at the LTA. Together, we can do so much more for disadvantaged young people through sport, from teaching new skills and nurturing self-confidence, to inspiring these individuals with once-in-a-lifetime opportunities, just as we will later on this week, when dozens of young people are invited to attend the Fever Tree Championships!”*

Anyone involved in tennis is being encouraged to add their support. Backing the new partnership at The Queen’s Club this week has been LTA Official Partner, BNP Paribas. As a supporter of tennis in Britain and around the world, the bank has committed that for every ace served on Centre Court at the Fever-Tree Championships this week, it will donate £50 to StreetGames as part of its ‘Aces from the Heart’ initiative. Fans watching from home will be able to see the donation tally increase on the Results Board every time an ace is served through the week.

Anne Marie Verstraeten, UK Country Head of BNP Paribas said: *“BNP Paribas believes in strongly investing in UK society, so we’re proud to support StreetGames through our ‘Aces from the Heart’ programme. To maximise the help we can give to this terrific charity, BNP Paribas will also match public donations.”*

Anyone that wants to support StreetGames and the LTA’s new partnership with them can donate £5 by texting ‘TENNIS 5’ to 70085, with all donations received this week being matched by BNP Paribas, up to a value of £15,000.

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For further details please contact media@lta.org.uk or press@streetgames.org:

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Please credit attached photos to StreetGames.

ABOUT THE LTA:

The LTA is the National Governing Body of tennis for Great Britain. We are here to govern and grow tennis, from grassroots participation through to the professional game. Our vision is “Tennis Opened Up” and we’re on a mission to grow tennis by making it relevant, accessible, welcoming and enjoyable. We work with schools, with volunteers, with coaches and with venues across the whole country. We also represent the interests of over 590,000 Members, men and women, girls and boys, playing on more than 23,000 courts. The LTA runs and supports a network of 11,500 approved tournaments for players of all ages, the four corner-stones of which are the premier grass-court events leading up to The Championships, Wimbledon: the Nature Valley Open (at Nottingham), the Nature Valley Classic (at Birmingham), the Fever-Tree Championships (at The Queen’s Club, London) and the Nature Valley International (at Eastbourne). For further information about the LTA and tennis in Britain, visit www.lta.org.uk or follow us on Twitter [@the_LTA](https://twitter.com/the_LTA)

ABOUT STREETGAMES:

StreetGames (www.streetgames.org) is an award-winning national sports charity launched in 2007. A delivery partner of Sport Wales and the Welsh Government, and Sport England, and a national centre of expertise for developing sport in disadvantaged communities. StreetGames helps make people and communities healthier, safer and more successful by making sport accessible to all young people, regardless of their income or social circumstances. It does this by supporting and establishing locally trusted organisations around the UK that deliver doorstep sport. Doorstep sport sessions include positive activities and sport provided to young people when they want it, where they want it and how they want it. Over 2.4 million attendances have already been generated by StreetGames’ programmes. StreetGames has now grown to support over 1,000 locally trusted organisations across the UK. 530,000 children and young people living in the UK’s poorest communities are enjoying a more active lifestyle and the opportunity to volunteer within their local community because of StreetGames.

