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COUNTDOWN TO TURIN BEGINS AS 2021 NITTO ATP FINALS TICKETS GO ON SALE

LONDON: The countdown to the 2021 Nitto ATP Finals, the prestigious season finale of the ATP Tour, has begun. The eight-day event, to be held from 14 to 21 November 2021, will see the best eight qualified singles players and doubles teams of the year compete at the Pala Alpitour Arena in Turin. It will also mark a historic handover to the Italian city, which will play host to the Nitto ATP Finals from 2021 to 2025.

With less than a year to go, today marks the launch of a coordinated national and international communication campaign by the City of Turin, Piedmont Region, Turin Chamber of Commerce and Tourism Turin, in collaboration with ATP and the Italian Tennis Federation (FIT), the tournament organisers. The campaign will see the city of Turin lit up in the promotional colours of the 2021 Nitto ATP Finals, and will also mark the [official ticketing launch](#) for the event.

In keeping with the major events strategy of Turin, the tournament will have a strong focus on innovation, in addition to environment and sustainability. By employing cutting-edge technological solutions, spectators and tourists will be able to follow matches and experience the event throughout the city. Ticketing promotions will also focus on attracting younger generations and schools closer to the sport.

The event has received considerable commitment from a portfolio of globally renowned commercial partners. The Japanese giant Nitto Denko Corporation will continue as Title Partner of the Nitto ATP Finals until 2025, while Intesa Sanpaolo will welcome the event in Turin as Host Partner. Lavazza will join Emirates and FedEx as Platinum partners, Gold Partners include EA7 Emporio Armani, Rolex and Valmora Mineral Water, and Silver Partners include Dunlop, Italgas and Iren luce gas e servizi.

Andrea Gaudenzi, ATP Chairman, said: "We have no doubts that the City of Turin will prove exceptional hosts for the Nitto ATP Finals, with their focus on innovation and putting fans' experience at the heart of everything they do. Launching the countdown to the tournament is an exciting milestone, and we look forward to five years of close collaboration with all event partners, to continue to build upon the growth of our season finale."

Angelo Binaghi, FIT Chairman, said: "It has been two years since Turin bid to host the Nitto ATP Finals from 2021-2025. After prevailing over forty foreign cities, and following two years of extraordinary commitment, the real countdown to Turin now begins. We would not have done it without the passion and drive of the region, in particular the Mayor of Turin, Chiara Appendino, and without the fundamental support of the Government, the Piedmont Region and our brand Partners. On behalf of the entire national tennis movement, within which the Nitto ATP Finals will provide a formidable promotional uplift, we extend our thanks. I do not hesitate to define this moment as the happiest in the Federation's 110-year history."

Vincenzo Spadafora, Minister for Youth policies and Sport, said: "The Nitto ATP Finals, from 2021 to 2025 in Turin, will open a season of great international sport in Italy. The tournament represents an opportunity for Turin and Piedmont to earn a special place in the hearts of tennis fans around the world. The great teamwork of the FIT, the City of Turin and the Piedmont Region, with the support of the Government, has made this important achievement possible."

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Chiara Appendino, Mayor of Turin, said: "Turin has a long tradition of sport and, thanks to an extraordinary team effort, we are delighted to bring the Nitto ATP Finals to our city. We look ahead to the next five years with determination, confident in the knowledge the event that will have a positive economic impact to our territory of about €600 million and strengthen the image of Turin all over the world. I thank everyone who made it possible and who is working with us. It will be an extraordinary event."

Alberto Cirio, President of Piedmont Region, said: "Sport has always been a powerful means of working together and, with the difficult circumstances we currently face, team spirit is now more important than ever. Health data from our Region shows improvement, which we must protect and consolidate, to allow a sustainable restart. The Nitto ATP Finals will be one of the engines of this restart, a great opportunity for our territory to look ahead, and to get back to talking about Turin and Piedmont in every part of the world."

Tickets for the 2021 Nitto ATP Finals are now on sale at [NittoATPFinals.com](https://www.NittoATPFinals.com).

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About the Nitto ATP Finals

The Nitto ATP Finals is the year-end climax to the men's professional tennis season, featuring only the world's best eight qualified singles players and doubles teams as they battle it out for the last title of the season. Players compete for FedEx ATP Rankings points throughout the season in a bid to earn one of the eight coveted berths and a chance to win the biggest indoor tennis tournament in the world. Played using a round-robin format, each player plays three matches as they compete for a berth in the knockout semi-finals and beyond. The prestigious tournament has been contested in major cities around the world with a rich history dating back to the birth of The Masters in 1970 in Tokyo. Since 2000 the event has taken place in cities such as Lisbon, Sydney, and Shanghai. In 2009 the tournament was moved to London, where it was played through to 2020 before moving to Turin in 2021. For more information, please visit www.NittoATPFinals.com.

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