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# NEWS RELEASE

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## ATP COACHES LAUNCH FAN EXPERIENCE INITIATIVE

**LONDON:** Members of the ATP Coach Programme in collaboration with ATP have launched a series of exclusive fan experiences in support of coaches affected by the ongoing COVID-19 pandemic.

The initiative, hosted on fundraising platform Givergy, gives tennis fans the opportunity to bid for once-in-a-lifetime experiences through auctions and prize draws. Experiences include private coaching sessions with legendary ATP coaches including Paul Annacone, Boris Becker, Darren Cahill, Brad Gilbert, Goran Ivanisevic, Ivan Lendl, Ivan Ljubicic, Patrick Mouratoglou, Carlos Moya and Marian Vajda. Sessions will take place onsite at 2021 ATP Tour and Grand Slam events and include a combination of match tickets, premium hospitality and unique behind-the-scenes access. Exclusive merchandise will also be made available on the platform.

The initial three-week bidding window will take place from 8-29 June 2020, with future rounds and experiences to be announced. Funds raised will be allocated by the ATP Coaches Committee to support the members of the ATP Coach Programme, whose ability to work has been impacted by the ongoing pandemic. In addition, a part of proceeds will be donated to a global COVID-19 relief fund.

“It is great to see coaches and tournaments offer some truly incredible and unique experiences to our fans,” said Andrea Gaudenzi, ATP Chairman. “The COVID-19 pandemic has challenged the ability of many people to work and coaches are no exception. The fact this initiative also helps fellow members of the tennis family during this uncertain time shows the unity and innovative spirit of tennis.”

“Coaches play a huge role in our sport and we wanted to do something creative to support the wider coaching community. I am proud so many tennis icons and tournaments are getting behind this,” said Dani Vallverdu, ATP Coach. “I am really excited for fans to enjoy these unique tennis experiences and hopefully leave with some unforgettable memories.”

For more information on available experiences and merchandise or to donate to the initiative please visit <https://givergy.us/atp-coaches>.

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## About The ATP

The ATP is the governing body of the men's professional tennis circuits — the ATP Tour, the ATP Challenger Tour and the ATP Champions Tour. With 64 tournaments in 30 countries, the ATP Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2020 ATP Tour will battle for prestigious titles and FedEx ATP Rankings points at ATP Masters 1000, 500 and 250 events, as well as Grand Slams (non-ATP events). The 2020 season launched in January with the inaugural ATP Cup in Australia and will culminate with only the world's top 8 qualified singles players and doubles teams competing for the last title of the season at the Nitto ATP Finals in November. Held at The O2 in London, the event will officially crown the 2020 ATP World No. 1. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

## About Givergy

Givergy is an award-winning fundraising technology company which offers a range of fundraising solutions and expert consultative advice. With offices in London, New York, San Francisco, Toronto, Calgary, Vancouver, Hong Kong and Sydney, Givergy's ambition and purpose is to help non-profits raise as much as possible for their incredible causes across the globe. Since 2009, Givergy has raised more than £435 million and supported over 10,000 events globally.

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