



NEWS RELEASE

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TENNIS UNITED RECEIVES LEADERS SPORTS AWARD

- *ATP and WTA awarded best 'Content Creation' for Tennis United by Leaders Sports Awards*
- *Tennis United, a digital series launched in April during the COVID-19 suspension of the ATP and WTA Tours, marks the first time the two tours joined forces to collaborate on a series of content*

LONDON – The ATP and WTA have been recognised by Leaders Sports Awards for Tennis United, a digital series designed to provide a voice to professional tennis players and deliver exclusive content to fans from their favourite players around the world.

Tennis United, along with World Cup at Home (FIFA and WePlay), Arsenal Together (Arsenal), Join the Movement (Sport England) and Open for the Ages (Two Circles and R&A), have all received honours by Leaders Sports Awards for best 'Content Creation,' which is defined by "a compelling piece of content – bitesize or long-form – that made people laugh, cry or think, engaging and entertaining the audience throughout."

"Tennis United has been a true collaborative effort between ATP and WTA, to connect with fans in an innovative way and give our players a platform to address important societal issues," said Massimo Calvelli, ATP CEO. "Receiving this prestigious industry award attests to the many great things tennis can achieve by working together."

"We are honored to receive and share this prestigious award with the ATP," said Micky Lawler, WTA President. "Given the unprecedented times we have all been living in, working even closer with the ATP has proven to make each of our products even stronger. This award signifies the hard work and dedication collectively from both Tours, including players and staff, to provide an impactful content series for fans."

Tennis United was created during the suspension of the ATP and WTA Tours due to the COVID-19 pandemic. With the first show airing on 10 April 2020, Tennis United marked the first time the two tours joined forces to collaborate on a series of content.

Hosted by Grand Slam doubles champions, Vasek Pospisil (ATP) and Bethanie Mattek-Sands (WTA), the show stood out for addressing important issues including mental health, equality and inclusivity, and social responsibility as well as featuring light-hearted moments through social media challenges, discussions and interviews.

Among the 18 episodes that have aired, Novak Djokovic, Naomi Osaka, Andy Murray, Garbiñe Muguruza, Stefanos Tsitsipas, as well as tennis legends Martina Navratilova and Stefan Edberg have all been featured, along with many others. In addition, fans had the opportunity to witness ATP and WTA players interact with each other and with stars from other sports and cultures; the show featured guests from the worlds of international soccer, the NBA, the NHL and music.

Click [here](#) to read more about the Leaders Sports Award and [here](#) for access to all episodes of Tennis United.

In addition, Tennis United will be featured during [LeadersWeek.direct/](#) the week of 5 October.

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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.

About the WTA:

Founded by Billie Jean King in 1973 on the principle of equal opportunity for women in sports, the WTA is the global leader in women's professional sport with more than 1,650 players representing 84 nations competing for a record \$180 million in prize money. In 2019, the WTA was watched by a record breaking global audience of 700 million. The 2020 WTA Tour includes 53 events and four Grand Slams, spanning across six continents and 28 countries and regions. The season culminates with the Shiseido WTA Finals Shenzhen, offering a \$14 million total prize purse and honoring the season's top singles and doubles players. Further information on the WTA can be found at www.wtatennis.com.