



USTA NORTH CAROLINA

## TRY TENNIS 10K

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Try Tennis® program reaches 10K registration milestone

JANUARY 29, 2021

Try Tennis®, a flagship program of USTA North Carolina, officially reached ten thousand registrations – a major milestone since inception of the program in 2017.

The program introduces beginners to tennis through quality programming for adults and juniors. Participants receive six hours of tennis instruction and receive a Dunlop tennis racket as well as a Try Tennis® t-shirt (for adults) or towel (for juniors).

Since 2017, in addition to 10,000 registrants, Try Tennis® has boosted remarkable numbers and grown its presence across the state. Over 160 facilities have hosted Try Tennis® sessions in 78 North Carolina communities. The program has trained over 6,900 adult and more than 3,100 junior players.

With the rapid growth of the program, USTA North Carolina has prioritized Try Tennis® in its strategic planning. A state-wide marketing campaign will be implemented in the coming year to continue the strides being made.

Branded truck advertisements and billboards will pop up in communities across the state beginning in January 2021. The marketing campaign is targeting Asheville, Durham, Raleigh, Chapel Hill, Greensboro, Greenville and Wilmington.

Additionally, Community Tennis Associations received marketing toolkits to increase grassroots marketing efforts. The toolkits include resources such as yard signage, banners, flyers and social media materials.

Candy Pegram of the Greater Wilmington Tennis Association said the Try Tennis® marketing campaign will help CTAs across the state reach new heights.

"We have completely bought into the Try Tennis pathway," Pegram said. "We have watched our students progress throughout different levels of the pathway and now a majority of these students are joining USTA teams."

Learn more about Try Tennis® and register today at [trytennis.net](http://trytennis.net).