

# May is .... **PLAY TENNIS MONTH**

## **Frequently Asked Questions**

### **What is Play Tennis Month?**

The tennis industry is coming together to promote May as Play Tennis Month, to help showcase tennis and all of the health benefits associated with this lifetime sport.

Throughout the month, thousands of tennis events will take place around the country designed to get people moving and playing tennis.

### **What are the goals of Play Tennis Month?**

Play Tennis Month is a national platform for promoting tennis as the No. 1 sport for a long and healthy life and for getting more people of all ages to be physically active and to participate in the sport. Among the goals for the month of May are for Americans to set a world record and burn a combined 10 million calories on the tennis court in Play Tennis Month activities. In addition, many Play Tennis Month activities will focus on getting new players into the game by offering introductory lessons with a certified teaching professional. Play Tennis Month also helps to support PHIT America's effort to get Americans, particularly kids, moving and active—burning calories and having fun (see below).

### **Who is helping to support Play Tennis Month and get more people on court?**

All the major organizations in tennis are helping to promote Play Tennis Month and related events, including the U.S. Tennis Association, the Tennis Industry Association, the Professional Tennis Registry, the U.S. Professional Tennis Association, Tennis Channel, Tennis Magazine, Tennis Industry magazine, tennis and sports manufacturers, the national charity PHIT America, and many more.

### **How do tennis providers get involved in Play Tennis Month?**

Tennis providers can go to [RallyTheIndustry.org](http://RallyTheIndustry.org) to register their location for free as a participating site and to list their programs, so consumers can easily find them and sign up for programs and events.

Consumers should visit [PlayTennisMonth.com](http://PlayTennisMonth.com) and search for tennis activities in their area, then simply sign up and go!

### **How will Play Tennis Month help the tennis business?**

All tennis providers—facilities, parks, schools, teaching professionals, coaches—are encouraged to use this platform and Play Tennis Month free resources to increase tennis participation and business locally. More than 1,500 tennis providers are expected to offer Play Tennis Month activities for players, beginners, lapsed players and non-players—from kids through adults.

### **What resources are available for tennis providers?**

The [RallyTheIndustry.org](http://RallyTheIndustry.org) website has suggested program formats that emphasize not only the fitness aspect of tennis, but also how fun and social tennis is. Among suggested formats are

Cardio Tennis sessions, Try Tennis Free and PlayTennisFast programming, and POP Tennis on 60-foot courts. But importantly, providers can offer any programs or events they'd like as part of Play Tennis Month with a focus on follow-up activities to keep them coming back.

Also available for download at [RallyTheIndustry.org](http://RallyTheIndustry.org) are press release templates, customizable ads and posters, and fact sheets about tennis and Play Tennis Month, which tennis providers can use to promote the sport and events in their communities, while connecting to the overall national Play Tennis Month promotion.

In addition, Play Tennis Month provider webinars are scheduled for Feb. 21, March 21 and April 24, in which attendees will hear important information and updates on formats, programming, promotions, follow-up and more.

### **How will Play Tennis Month be promoted nationally?**

In addition to press releases and stories, the lead-up to Play Tennis Month will include a massive Cardio Tennis session on April 20 at the USTA National Campus in Orlando, Fla., where the goal is for participants to burn a combined 1 million calories. (Interested in participating? Visit [PlayTennisMonth.com](http://PlayTennisMonth.com).)

Also, May 5 will be National Cardio Tennis Day, with participating facilities offering Cardio Tennis challenges, sessions and programming. To participate with your own National Cardio Tennis day event, visit [PlayTennisMonth.com](http://PlayTennisMonth.com).

### **Why should people play tennis?**

First of all, playing tennis is FUN! But there are so many reasons why the sport of tennis is ideal for people of all ages, including:

- \* Tennis helps you live longer and is the #1 activity to cut risk of death in half from all causes
- \* An hour of singles tennis can burn nearly 900 calories and can help you lose weight.
- \* Tennis outperforms all other sports in developing positive personality characteristics and social skills, according to a study by Concordia University. The sport is great to enjoy with family and friends.
- \* Playing tennis involves using and developing skills that contribute to good hand-eye coordination and improved agility, balance, coordination and reaction time.
- \* Tennis can increase brain power and problem-solving off the court. From alertness to tactical thinking, tennis enhances the neural connections in the brain. Kids who play tennis regularly get better grades in school, according to a 2013 study commissioned by the USTA.
- \* In a 40-years study by Johns Hopkins University, compared to other sports, tennis players have the lowest incidence of cardiovascular disease. Tennis not only strengthens the heart, but also bones and muscles.
- \* Playing just 3 hours of tennis a week will reduce the risk of heart disease by 56 percent, according to a 2016 Harvard University study.
- \* Playing tennis helps deal with all types of stress and increases the capacity to deal with physical, mental, social and emotional challenges.
- \* From doubles play to team and league play, tennis develops the ability to communicate and work together.

### **How will participation in Play Tennis Month help get this country moving?**

Play Tennis Month events will include many fund-raisers to benefit PHIT America GO! Grants, which provide funds for physical education in schools, including supporting Net Generation

equipment and curriculum for bringing youth into the game. PHIT America is also looking to pass the PHIT Act (visit [PHITAmerica.org](http://PHITAmerica.org) or [PassThePHITAct.org](http://PassThePHITAct.org) for more information), which is designed to make playing sports and exercise more affordable and encourage people to get physically active and moving, including through tennis.

### **Tell me the bad news about the “inactivity pandemic” in America today.**

More than 25 percent of Americans (that’s more than 80 million people!) consider themselves “totally inactive.” Right now, out of 50 countries, kids in the U.S. rank 47th in terms of fitness.

Schools are not helping confront this problem: Nearly half of all high schools offer NO physical education classes, and the average budget for P.E. in U.S. schools is only \$764—for the ENTIRE school!

According to research, less than 25 percent of all U.S. children ages 6 to 17 are physically active only three times a week—and that percentage continues to decline. In other words, the number of physically inactive children in the U.S. right now is on the rise. This is a problem with national consequences, as 75 percent of all Americans of military age are unfit for military service. Meanwhile, health costs continue to spiral upward in the U.S.

### **How will physical activity help?**

The World Health Organization says a \$1 investment in physical activity will save \$3.20 in health costs. And in a study of 3 million kids, higher scores in fitness were directly related to higher academic scores.

Just as specific exercises enhance the development of the body, various forms of exercise also can improve certain parts of the brain. For instance, weight-lifting improves problem-solving, aerobic exercise improves one’s memory, and running helps youngsters to be mentally focused in the classroom.

One of the biggest takeaways from this research, says Dr. Charles Hillman from the University of Illinois at Champaign-Urbana, is that schools should recognize the mental benefits of exercise for students and reorganize their daily schedules to give students more physical activity breaks. And it starts with bringing back daily P.E. and recess for students in all schools.

The CDC states that physical activity is the “wonder drug.” When people are more physically active, it improves their body, mind and spirit. And, it is the best way to reduce health-care costs. Physically active people spend far less on “sick care” expenses.

### **What is the state of tennis participation in the U.S.? (data year-end 2016)**

- \* Total U.S. tennis participation: 18.08 million (up 0.6% from 2015)
- \* Core tennis players (10+ times/year): 9.86 million (down 1.0%)
- \* Total play occasions: 425 million (down 5.3%)
- \* Youth tennis players: 4.53 million (up 7.2%)
- \* Cardio Tennis players: 2.12 million (up 16.7% from 2015 and up 156% since first measured in 2008)
- \* 12.7 million people consider themselves tennis players but haven’t played in the past year.
- \* 15 million non-players indicate they are interested in playing tennis.