



PLAY AND STAY UPDATE: FOR COACHES MAY/JUNE 2008

HENIN STATES THE IMPORTANCE OF SLOWER BALLS

Justine Henin recently announced the opening of her '6th Sense' Academy in Florida, and spoke about how her tennis experiences as a youngster, using slower balls and smaller rackets, will be reflected in the academy: *"That's how I started to play. I don't say it's the only way to become a champion, but I think that when you're six, seven, eight years old and you're not tall, you're not strong, it's great to have soft balls and smaller rackets."*

"That gives you the opportunity to do almost everything [in tennis] and that helped me a lot to do everything with the racket now, for sure. I don't say it's the only way, but it's the way I learned how to play tennis."



World No. 1 Justine Henin at 2008 Australian Open Photo by Paul Zimmer



Martina Navratilova, launching QuickStart Tennis by showing how children struggle with larger rackets and fast balls

USTA LAUNCH QUICKSTART TENNIS AT DISNEY WORLD

Following the ITF launch of Play and Stay in June 2007, US tennis took a significant step forward in March when they launched QuickStart Tennis, a new national format for introducing the sport to players aged 10 and under. The launch of QuickStart was part of 'ESPN – The Weekend' at Walt Disney World in Florida, and former pros Martina Navratilova and Mary Joe Fernandez were there to promote a new era for US junior tennis.

The QuickStart project follows the guidelines of Tennis...Play and Stay, with training and competition using the slower red balls on 36-foot courts and orange balls on 60-foot courts being fundamental to their format. [Click here](#) for more information.



Coaches at the Play Tennis Course in Seoul, Korea

PLAY TENNIS COURSES CONTINUE TO DEVELOP COACHES

A number of ITF Play Tennis courses have taken place in 2008, in nations including Ecuador and Thailand. The 3-day course is aimed at helping coaches to deliver the contents of Play and Stay, including training on organisation of players and communication. In March, the ITF ran a Play Tennis course hosted by the Korea Tennis Association in Seoul, a diary of each day was kept. [Click here](#) to read the diary and get an idea of what the Play Tennis course aims to achieve.

The Play Tennis manual that supports the course is available for purchase from the [ITF store](#) and this will very soon be available in Spanish and French as well as English.

ACCESS THE SLOWER BALLS

Do you have difficulty accessing slower balls in your region? The ITF, federations and manufacturers are all working to improve the distribution of slower balls worldwide. In 2008, improvements have already been seen in the quantity of balls produced, and the areas of the world in which they are available. If you have difficulty accessing the balls, visit the [Equipment Homepage](#) at www.tennisplayandstay.com where you will find information on suppliers of the balls, a list of distributors by nation and, should the balls not be easily available from mainstream suppliers, the opportunity to purchase the balls through the website.





LATEST PLAY AND STAY ACTIVITY

- **Ecuador, Korea and Thailand** held Play Tennis courses in March
- **Argentina** hosted Play and Stay demonstrations, featuring the Davis Cup team during their ties v Great Britain and Sweden, in Buenos Aires
- **USTA** launched QuickStart Tennis at Disney World, Orlando (see feature above)
- Play and Stay was launched in **Germany** with promotions held at the Davis Cup tie v Spain in April and the Hamburg Open in May
- 'On the Line', a magazine for **Irish** coaches, was dedicated to Play and Stay
- Presentations on Play and Stay take place at the **PTR Symposium** in Hilton Head
- **Egypt and Greece** launch Play and Stay in May and June respectively



PLAY AND STAY PROMOTIONAL VIDEO

A Tennis...Play and Stay promotional video, featuring some of the world's top professional players, has been produced and can now be viewed on [You Tube](#) and the [Play and Stay homepage](#). The video can be used to promote and explain the campaign and it's key messages. For a copy of the video, please contact [James Newman](#)



DAVIS / FED CUP PROMOTIONS

A number of nations, including Brazil, Germany and Hungary, have held Play and Stay promotions at their Davis or Fed Cup ties in order to promote their programmes. In February, Argentina set up smaller courts around Parque Roca during their Davis Cup World Group tie with Great Britain. They also held demonstrations on the match-court, with coaching services provided by the Argentine Davis Cup team, including David Nalbandian.



David Nalbandian rallying with slower balls to promote Play and Stay in Argentina

CHOSEN COMPETITION FORMAT:

8v8 Doubles

This format sees players split into 2 teams, and then into doubles pairs. Each pair plays every other doubles pair from the opposition, aiming to earn points for their team. [Click here](#) to view the format.

CHOSEN VIDEO:

Escuela de Tenis Padre Hijo / Parent and Child Tennis

A video showing young children experiencing tennis with their parents on court – Coyahique, Chile

IN PICTURES: US Launch Quickstart Tennis, DisneyWorld, Florida



From left to right: Goofy and Donald Duck rallying

QuickStart promoted on TV, live on MSNBC's Today Show

Mary Jo Fernandez and a Harlem Globetrotter

