

CASE STUDY - BRASIL

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PROGRAMA PLAY AND STAY – BRASIL (CBT)

From 1997 to 2004, tennis in Brazil has experienced huge growth and increase in popularity. However, once Gustavo Kuerten couldn't play at a high level anymore, tennis participation started to decline. When the ITF launched the Play and Stay campaign at the 2007 Seminar in London, it was the right program to fulfil Brazilian tennis needs.

Once the program was presented in London, the following steps were put into action:

1. **THE PROGRAM** - present motivation and enthusiasm about the Play and Stay program to CBT's President, national tutors, coaches, players and potential players.
2. **LAUNCH** - the Play and Stay program was launched in Brazil last year in April 2007 during the Davis Cup tie between Brazil and Canada. On that occasion, the program was introduced to more than 60 coaches at the 2nd National Coaches Meeting organized by CBT.
3. **COACHES** - inform the coaches about the Play and Stay program, and train them in how to use the right methodology and material. Since April 2007, about 1500 coaches have been trained through more than 70 regular formation courses. Also, a special one day course was created to present Play and Stay, ITN and Cardio Tennis, offering all support to coaches to implement the program.
4. **PROMOTION** – once the coaches were ready to work with the Play and Stay methodology and material, we started to promote to the public. During the Davis Cup tie between Brazil and Colômbia (April 2008) Play and Stay, ITN and Cardio Tennis were presented to the public.
5. **TOURNAMENTS** – many clubs and private tennis academies have organized tournaments using the Play and Stay philosophy. CBT also organized an invitation tournament under 10 and 8 years old, during the National Junior Championship in Brasília (July 2008).

The biggest challenges we have met were:

- Supply of the red, orange and green balls;
- Most of tennis shops aren't yet selling the red, orange and green balls;
- A few coaches that haven't participated at the regular formation courses, aren't yet convinced about the benefits of using the slower balls.

For the future, our main goal is the transition of invitation tournaments under 10`s to official CBT tournaments; promote invitation tournaments under 8`s and to keep organizing Play and Stay courses and promoting the program at our main junior and pro events.