



WHAT IS CARDIO TENNIS?

A fun group fitness activity featuring fast paced tennis drills and games for players of all ability levels, featuring music and heart rate monitors. It is a heart pumping, calorie burning fitness activity for both adults and kids.

BENEFITS OF CARDIO TENNIS

- Participants are able to **achieve their effective heart rate zones** with ease **because of the fun factor**.
- You can **burn more calories** than singles or doubles and many other fitness options.
- Provides **interval training scenario** which is effective way to achieve heart health and fitness.
- While you are “playing” tennis the primary **focus is on getting a great workout**.
- Fights the **obesity crisis** and offers a better fitness option for those not motivated to go to the gym.

CARDIO TENNIS FAST FACTS:

- Cardio Tennis is owned and managed worldwide by the TIA/USTA. The trademark is owned by the TIA in North America, Europe and Asia.
- Cardio Tennis was launched to the consumer at the US Open in 2005.
- Today they are over 1,800 official sites in the US.
- Tennis federations of Turkey, Ireland, Germany and the LTA are affiliate TIA members, which gives them rights to CT in their respective countries
- Cardio Tennis is a media magnet each year averaging hundreds of articles and features and 70-100 million media impressions.
- James Blake and Tracy Austin are spokesmodels for Cardio Tennis

WHAT OTHERS ARE SAYING ABOUT CARDIO TENNIS:

“Our facility averages 700 total Cardio Tennis participants per month. We project \$170K in Cardio Tennis revenue for 2008.” Butch Staples- Midtown Tennis Club, Chicago, IL

“Cardio Tennis is the best use of court time compared to contract time, private or group lessons.” Whitney Kraft- USTA BJK National Tennis Center, New York

“We have people calling a week early at 5:00am to reserve a spot in the class.” Troy Robinson- Kinston Country Club, North Carolina

WEBSITES:

Partners.cardiotennis.com- the industry/educational website

Cardiotennis.com- US consumer website

Growingtennis.com- umbrella website for all USTA/TIA programming

HOW TO GET YOUR COUNTRY INVOLVED IN CARDIO TENNIS

Please contact Michele Krause at michele@cardiotennis.com or visit the TIA website: www.TennisIndustry.org/Membership (Affiliate tab)

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