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**FAMILY CIRCLE TENNIS CENTER IS NAMED  
TENNIS WELCOME CENTER OF THE MONTH**

Hilton Head Island, SC (June 15, 2008) – Where can you find a \$15 million award-winning public tennis facility with 17 lighted courts, a 10,200-seat stadium, year-round tennis programs and tournaments for all ages, and the oldest Tier I all-women’s professional tournament in the U.S.? The answer: The Family Circle Tennis Center.

Just 10 miles from downtown Charleston, S.C., this first-class facility was named one of the Top 50 Tennis Welcome Centers for 2007. When the TWC program began in 2004, the Family Circle Tennis Center was one of the first to sign on.

Tennis Welcome Centers were created by the Tennis Industry Association (TIA) to encourage more people to begin playing tennis. One can find TWC’s at neighborhood parks, commercial tennis clubs, health clubs, resorts, high schools, and college. Each facility offers outstanding introductory tennis programs where people can learn to play tennis fast, get a good workout, meet new people, and have a great time.

After becoming a Tennis Welcome Center, The Family Circle Tennis Center changed several of its programs, particularly for juniors to encourage more people to start playing. “We are constantly changing, adding or deleting programs,” says Rob Eppelsheimer, Family Circle Tennis Center director. “This is a necessity to stay ahead of the industry. When we became a Tennis Welcome Center, our junior programming changed toward more grassroots offerings, and we saw a dramatic increase in all junior programming.”

The Family Circle Tennis Center ([www.familycirclecup.com](http://www.familycirclecup.com)) currently has about 600 player memberships and has seen a steady increase in these numbers over the last few years. The club is continually marketing its programs in the community by hosting The Family Circle Cup, USTA Block Parties, Race for the Cure and an annual USTA Welcome Back to Tennis event, as well as sending

representatives from the center to other functions in the Charleston area to help promote its tennis programs.

“As a public tennis facility, we strive to grow the game year-round by constantly improving and expanding our grassroots programming through the implementation of USTA and TIA initiatives,” Eppelsheimer says. “We’re proud to be a part of the Tennis Welcome Center system because we recognize the importance of creating both a positive environment and an exciting experience for players of all abilities as they enjoy this great sport throughout their lives.”

If you would like to be highlighted as a Tennis Welcome Center of the Month please contact [Amanda@tennisindustry.org](mailto:Amanda@tennisindustry.org) and tell us how your club is leading the charge in the growth of the sport.

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The Family Circle Tennis Center, home of the Family Circle Cup and AVP Charleston Open, is a public facility owned by the City of Charleston and operated by Meredith Corporation that hosts a variety of events including concerts, festivals, tennis events and other special activities throughout the year. With more than 21 million readers, Family Circle is one of the most widely read monthly magazines in America and is one of 14 leading subscription magazines owned by Meredith Corporation. The Tennis Center features a 10,200-seat stadium, a Grand Lawn, 17 tennis courts—all lighted for night play—and a racquet club featuring a full-service Pro Shop and locker room facilities. The Family Circle Tennis Center has a full-service event management staff capable of handling all aspects of an event including ticketing, operations, sales, advertising, marketing, public relations, and food & beverage. For more information on the Family Circle Tennis Center, or for a complete schedule of events, call (843) 849-5300 or visit [www.familycirclecup.com](http://www.familycirclecup.com).

The Tennis Industry Association, the not-for-profit trade association for tennis, is THE unifying force in the tennis industry whose mission is to promote the growth and economic vitality of tennis by working closely with the USTA and industry partners to develop and implement initiatives to increase tennis participation. Core TIA activities include TIA/USTA Tennis Health Index, Consumer and Trade Research, Growing Tennis System including Tennis Welcome Centers, Cardio Tennis, 50-50 Co-op Program, Quickstart Tennis and [TennisConnect.org](http://TennisConnect.org). For more information, please visit [TennisIndustry.org](http://TennisIndustry.org) or [GrowingTennis.com](http://GrowingTennis.com) or call the TIA at 843-686-3036.

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