Wilson Partners with TGA Premier Youth Tennis to Grow the Sport at the Grass Roots Level

Leading tennis equipment company aims to get racquets in every student’s hand through TGA’s entrepreneurial initiative

Chicago, IL (PRWEB) February 28, 2013 -- Wilson Tennis announces it has formed an exclusive partnership with TGA Premier Youth Tennis (TGA) in a deal that includes Wilson becoming the official equipment and apparel provider for TGA programs and providing funding to TGA’s 501c3 Foundation.

Wilson, the leading producer of racquet equipment in the industry, aims to grow the sport at the grass roots level by getting a Wilson tennis racquet in every student’s hand through TGA’s national school-based model. This includes providing “10 and Under Tennis” equipment and apparel for TGA, who is a National Partner of the USTA.

“The Partnership with TGA Premier Youth Tennis is a great fit for Wilson Racquet Sports and our shared vision to attract more youth participation,” said Jon Muir, general manager of Wilson Racquet Sports. “TGA’s pathway programs have proven to be successful in providing youth an entry into sports and the tennis industry.”

In addition, the partnership will include Wilson contributing funds over the next three years to the 501c3 TGA Sports Foundation in an ongoing effort provide all youth access to the sport of tennis through school based programs and beyond. The goals of the TGA Foundation are to develop under-resourced and special needs youth by making tennis accessible in all communities while transitioning students and families to local tennis facilities and USTA programming.

Other aspects of the partnership include joint marketing efforts and cross promotion aimed at growing tennis through new and current players.

“Wilson has long been known as the leader in the racquet sports industry, and together with our common mission to grow the sport, this is a partnership that will impact the long term growth of the tennis industry,” said Joshua Jacobs, co-founder and CEO of TGA Premier Youth Tennis. “We are already working with Wilson to develop opportunities for our franchises to grow tennis in the communities we serve.”

About Wilson
Wilson Tennis is a division of Chicago-based Wilson Sporting Goods, one of the world's leading manufacturers of sports equipment and owned by Amer Sports. Wilson designs, manufactures and distributes sporting goods throughout the world and focuses on making technologically advanced products which help players of all levels perform better. Wilson's core sport categories include: Football, Basketball, Baseball, Volleyball, Soccer, Youth Sports, Uniforms/Apparel, Golf, Footwear and Racquet Sports (Tennis, Racquetball, Squash, Badminton and Platform Tennis). For more information, visit www.wilson.com.

About TGA Premier Youth Tennis
TGA Premier Youth Tennis (TGA) is a youth development program executed through franchises. Its franchisees are self-starters who have a passion for helping children become involved in youth sports. It also involves them in the tennis industry.
TGA introduces youth to tennis at elementary and middle schools, child care centers, and community-based organizations through a multilevel enrichment program before transitioning them to tennis facilities and USTA initiatives nationwide.

TGA is a national partner with the United States Tennis Association and Wilson Tennis, as well as a national supporting organization of the Afterschool Alliance and Lights on Afterschool, a corporate advocate and national partner of the President’s Challenge on Physical Fitness, and the National Council of Youth Sports.

For more information on TGA, visit www.playtga.com or follow @tgayouthtennis on Twitter.

Media Contacts:

Wilson Sporting Goods Co.
Erika Offerdahl
Promotions Manager-Racquet Sports
(773) 714-6746
erika(dot)offerdahl(at)wilson(dot)com

TGA Premier Youth Tennis
Joshua Jacobs
Co-Founder and CEO
(310) 333-0622
joshua(at)playtga(dot)com

Kevin Frisch
Public Relations
(989) 614-0241
kevin(at)playtga(dot)com
Contact Information
Kevin Frisch
TGA Premier Youth Tennis
989-614-0241

Online Web 2.0 Version
You can read the online version of this press release here.