



WELCOME

Welcome to the June 2011 Play+Stay Newsletter. All the latest news from around the world of Tennis...Play+Stay is included, as well some key information, links and resources. Please enjoy reading through the newsletter and if you have any latest news to share or stories to tell, please do let us know by emailing us [here](#).

‘TENNIS... PLAY+STAY’ – THE CAMPAIGN

In 2007 the ITF officially launched a global campaign aimed at increasing tennis participation worldwide. **Tennis... Play and Stay** centres around the slogan of “**Serve Rally and Score**” and seeks to promote tennis as easy, fun and healthy. Fundamental to the campaign is the use of slower ‘**Red**’, ‘**Orange**’, or ‘**Green**’ balls by coaches working with starter players, which help to ensure that the first experience of tennis is a positive one, involving playing the game.

Play+Stay is the umbrella campaign that comprises of the key supporting programs Tennis10s and Adult Tennis Xpress (currently being piloted), as well as the International Tennis Number (ITN) which encourages all players who are able to Serve Rally Score to have an official rating for competition. Over the next few years, the ITF plans to develop a supporting program for the age group 11-17 years and a Play+Stay Clubmark for clubs / tennis facilities, recognising a quality and active club which supports all the Play+Stay concepts.



THE RULES ARE CHANGING – ARE YOU READY?

“The Rules of Tennis Are Changing” is the ITF’s message to communicate to the nations, coaches, players and parents that from 1 January 2012, the Rules of Tennis will change.

This is only the fifth time in the history of the ITF that a rule of this nature has been changed and from 2012, all 10-and-Under competition must be played on smaller courts; with the use of slower ‘**Red**’, ‘**Orange**’, or ‘**Green**’ balls; and with the appropriate sized racket. The traditional **Yellow** ball cannot be used.

With support from the USTA, the video above has been produced to spread the “Rules are Changing” message. The video is available in French and Spanish.

Marketing materials can also be downloaded for use by nations, clubs and coaches to help support the message – these are available in ENG, FRA, SPA, Arabic and Romanian by clicking the image on the right. Official Tennis10s and Play Tennis Manuals, are also available in ENG, FRA, SPA, RUS and JAP by [clicking here](#).



NEW PARTICIPATION OFFICER

In May 2011, Tim Jones took over the role of Participation for the ITF from James Newman. James Newman left the role in March having helped with the implementation of the 10-and-Under Rule Change and the development of the Play+Stay campaign over the last 4 years. We would like to thank James for his hardwork and dedication and wish him all the best for the future.

Tim will be leading on the Play+Stay campaign and developing the key projects such as Tennis10s and Adult Tennis Xpress. Tim can be contacted on tim.jones@itftennis.com or via [timjonesITF](#) via Skype.



"I AM CONFIDENT THIS RULE WILL BE ONE OF THE MOST IMPORTANT CHANGES IN OUR SPORT, AND WE NEED ALL NATIONS, COACHES AND CLUBS TO HELP US SPREAD THE MESSAGE".

DAVE MILEY, ITF EXECUTIVE DIRECTOR

KEEP UP TO DATE – FACEBOOK & TWITTER



Stay right up to date with daily and weekly updates regarding Play+Stay via our Official facebook page, '[ITF Play and Stay](#)'. Already, over 3,100 people have 'Liked' our page, which has links, photos, videos and discussions.



We have just launched our new Official Twitter feed '[@serverallyscore](#)' so come follow us. Here you can see quick links to all the latest news, related links, photos, videos and discussions – send as a tweet and do not forget to add **#tennis #playandstay** to the end of your tweet.

OUR OFFICIAL YOUTUBE CHANNEL

Over the past couple of years, our Play+Stay videos have received over 105,000 views. Our new Official YouTube channel has all these videos available through one channel and has a series of 'favourite' videos to share with you too. Click on the following videos that are currently available to watch via youtube.com/serverallyscore, including 'The USTA and First Lady Michelle Obama's "Let's Move!" campaign' which also features Steffi Graf and Andre Agassi, and 2011 French Open Singles Champions Na Li and Rafael Nadal discussing Tennis10s.



BOLLETTIERI DOES A 180 ON THE RULE CHANGE FOR 10 & UNDER

[Click here](#) for an article (page 16) in the February 2011 edition of Racquet Sports Industry Magazine where Nick Bollettieri comments on the Rule Change for 10-and-Under Tennis and the fact that he now fully supports the change. Tennis10s is also promoted by some other leading coaches in the US.

TENNIS10s IN CHILE

On the 7th May, on the Centre Court at the Universidad del Mar, La Serena, Chile, 60 players from 4 different schools took part in Tennis10s competition. The children who were aged 9-and-Under played a total of 140 timed short matches – [click here](#) for more information.

IRAN TENNIS FEDERATION TECHNICAL WORKSHOP

In January, the ITF were invited to introduce Tennis10s to over 100 Tennis Coaches and School Teachers, organised by the Iran Tennis Federation. [Click here](#) for the workshop report.

PLAY+STAY TENNIS EQUIPMENT

A list of suppliers of starter tennis products, including ITF Approved Stage 3 Red, Stage 2 Orange and Stage 1 Green tennis balls are available through www.tennisplayandstay.com website. If you are unable to source ITF approved slower balls from a distributor in your region, you can purchase them from the ITF by [clicking here](#).



www.tennisplayandstay.com



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#tennis #playandstay](http://twitter.com/@ServeRallyScore)



[youtube.com/
ServeRallyScore](http://youtube.com/ServeRallyScore)



JAPAN 2011

In February 2011, James Newman visited Nishigaoka, Japan to introduce the Play+Stay campaign and Tennis10s to a number of coaches during a designated Play+Stay workshop. This was the 2nd workshop focused on Play+Stay that the ITF had presented in Japan.

ADULT TENNIS XPRESS PILOTS

The ITF is currently piloting a new program to encourage more adults to take up tennis, using slower balls and smaller courts, and have a dynamic and active progression so that they can serve rally and score straight from the first lesson. Adult Tennis Xpress is being piloted across 8 nations around the world, with the program expected to be launched from January 2012.



NEW TENNIS10s PARENTS LEAFLET

A new Tennis10s Parents leaflet will shortly be available via tennisplayandstay.com. This is a guide for all parents of 10-and-Under children, offering tips to help them support their child's tennis development and to better understand Tennis10s.

HISTORY MADE WITH 60-FOOT BLENDED LINES COURT



On 28th February 2011 the USTA and event producers StarGames and MSG Sports, staged the first pro tennis match to be played on a traditional 78-foot regulation with 60-foot blended lines. The matches featured Ivan Lendl vs. John McEnroe and Pete Sampras vs. Andre Agassi, and took place at Madison Square Garden, New York.

Blended lines are painted in the same color as the court but using a different tone, enabling courts to be adapted for competitive play for younger children. These blended lines are a major component of the USTA's 10-and-Under Tennis Initiative. The event was shown live on

ESPN2's live broadcast of the BNP Paribas Showdown, the crown jewel in the "Tennis Night in America" celebration. [Click here](#) for further details. (Source: USTA.com, 2011)

PLAY TENNIS COURSE – TURKS & CAICOS

Turks & Caicos in the Caribbean recently staged an ITF Play Tennis course, with over 20 coaches taking part from the Beaches Resort Sports Department Childrens Home. The ITF Play Tennis Course is one component of the Tennis...Play and Stay campaign and aims to provide coaches with ideas on how to work effectively with starter players of all ages using a game-based approach.



USTA OFFERS FREE MEMBERSHIP FOR 10 & UNDER KIDS

The USTA is offering Tennis Providers a chance to get more kids on court, and playing 10-and-Under Tennis, by giving free one-year USTA memberships to kids under age 10 – more details can be found at USTA.com/membership. (Source: Racket Sports Industry Magazine – May 2011)





COMPETITION WORKSHOP, MINSK, BELARUS

Mark Tennant (GBR) recently completed a 2 day Competitions Workshop at the National Tennis Centre in Minsk, Belarus. The workshop was funded by Tennis Europe and was attended by 20 enthusiastic coaches. The workshop was aimed at informing coaches about the importance of developing appropriate competition for 10-and-Under, using slower balls and smaller courts. Mark commented "I was delighted at the commitment and openness of the coaches who attended. They recognised a number of key problems within the current competition framework in Belarus, and have committed to help improve things for the future"



USTA GRANTS FOR PERMANENT COURTS LINES

The United States Tennis Association are supporting tennis providers and communities across the US to assist updating existing courts, lining playgrounds, and constructing new dedicated Kids Tennis facilities to help grow Tennis10s (10-and-Under Tennis) to its fullest! Click here to visit the USTA.com/facilities page for more details.

NEW TENNIS INITIATIVE IN GUYANA

A new initiative held was recently held in a part of Guyana known as Essequibo. The area is only accessible via boat and is part of the Play+Stay program to spread tennis across the grass roots. The course was organized to encourage a wider participation of tennis in the resorts, schools and the clubs and also an introduction to the level 1 planned for October 2011. The enthusiasm of the participants was excellent and the manager of the activities at beaches is willing to purchase balls to start a program.



DID YOU KNOW...?

Did you know that a regular yellow ball's average rebound height is 135-147 cm (according to ITF rebound height specifications for approved balls). This is above the average height of children aged 5-9 (110-133 cm), according to the World Health Organisation, 'Growth reference data for 5-19 year olds' (2007). The average rebound height for the slower balls used for Tennis10s are Red (95-105 cm), Orange (110-115 cm) and Green (118-132 cm), so kids are more likely to contact the ball at waist height.

TENNIS 10S PROJECT IN LATVIA

Mark Tennant (GBR) and ITF/Tennis Europe Development Officer Hrovje Zmajic recently completed the third of a series of visits to Latvia, as part of a project to develop a National Competition Framework for 10-and-Under players in conjunction with the Latvia Tennis Union. The visit included coach education workshops, the creation of a series video clips aimed at informing parents, club officials and coaches, and parent education workshops.

REGIONAL ASSOCIATION AGM PRESENTATIONS

Since January 2011, Dave Miley, ITF Executive Director Development, has visited the Tennis Europe, the Confederation of African Tennis (CAT) and the Confederacion Sudamericana Tennis (COSAT) Annual meetings. Dave presented on the overall Play+Stay Campaign and the impact of the 10-and-Under Rule Change. Dave also made a visit to Argentina and Chile to present to 100+ coaches at a one-day conference. Click the image to view video.





SOLOMAN ISLANDS VISIT – MAY 2011



In May 2011, Andrew Mailtorok (RTC Assistant Coach) visited the Solomon Islands to run a Mini Tennis Course for school Teachers and to support Doreen Ningalo (Solomon Tennis Development Officer). Doreen has been coordinating a successful ANZ Mini-Tennis schools program.

The course was well attended by teachers from across 15 local Primary Schools, who were taken through the basics of tennis, including the use of smaller rackets and slower balls for Tennis10s.



During a previous visit to the Solomon Islands in March 2011, Dan O'Connell (ITF Development Officer) and a team of volunteers painted 12 new Red courts which will now be in place for the next decade (see picture above).

COURT LINES FOR TENNIS10s - A GUIDANCE MANUAL

The ITF are currently sourcing content from national federations, tennis manufacturers and other stakeholders to produce a specific guidance document for tennis court manufacturers, for clubs, coaches and for key stakeholders who are using temporary and permanent tennis court lines to implement the Tennis10s program at their club/facility, for training and for competition. If you would like to support the collaboration of the manual with content, testimonials, images or experiences of usage, or if you would like further information regarding its purpose, please contact Tim Jones, ITF Participation Officer - tim.jones@itftennis.com or via [timjonesITF](https://www.skype.com/join/timjonesITF) via Skype.



3rd PLAY+STAY SEMINAR 2012

The ITF will soon confirm the dates for the 3rd Play+Stay Seminar to be held in the UK early-2012.

As with the previous seminars the aim is to create a forum for discussion about the different components of the campaign and a chance to share ideas to progress the campaign further. Details will be distributed in due course.

ITF WORLD WIDE COACHES CONFERENCE 2011



The ITF is pleased to announce the 17th ITF Worldwide Coaches Conference by BNP Paribas, to be held in Port Ghalib, Egypt, from 20-24 November 2011. The theme of this year's Conference is 'The Long-term Development of a High Performance Player' and there will be 20% of presentations focused on Tennis10s.

For further information and to register for this Conference, please visit the [Official Website](#).

REGISTER BEFORE 15th JULY FOR OUR EARLY BIRD DISCOUNT: US\$40

