

Who are Canada's tennis players?

- Tennis is gender-balanced.** Equally represented across all genders.
- Tennis is a sport for life.** Participants represented from ages 4 to 94.
- Tennis is popular among New Canadians.** 23% of tennis players were born outside of Canada.

Why do Canadians play tennis?

- To **get active**, tennis can be played at any age and it is easy to get started.
- To **live longer**, research shows that tennis can extend your life expectancy.
- To **have fun while staying safe**. Tennis is a low-injury sport compared to other popular sports.

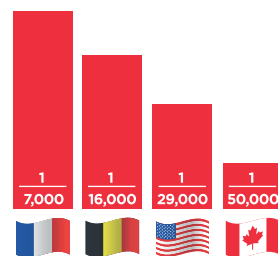


Where do Canadians play tennis?



That's only 1 covered court for every 50,000 Canadians...

How does Canada compare? Canada finishes last when it comes to covered courts.



Tennis Canada's strategy to achieve affordable and accessible year-round recreation.

- Alignment with National sport and recreation policies to get every Canadian active.**
- Flexible operating and ownership models** to meet the needs of all municipalities.
- Making the best use of space** through multi-sport and multi-functional facilities
- Tools & resources** to help municipalities every step of the way.
- Supporting municipalities** so Canadians can play tennis in any community, any time of the year.

A covered four-court facility can...

- Create a **variety of new jobs**
- Provide a community of **50,000 access to year-round physical activity**
- Run **hundreds of programs** for kids, adults and seniors
- Be built easily** by covering an existing bank of courts with an air-supported structure

LET'S BRING YEAR-ROUND TENNIS TO YOUR COMMUNITY!



Tennis Canada is here to help

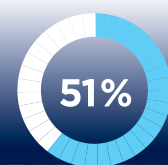


Want to keep your community active year-round? Tennis Canada has everything you need to make a covered court facility a reality. To learn more about our program and access our planning tools, resources, and local contacts reach out to us at coveredcourts@tenniscanada.com



Benefits for investing in year-round tennis

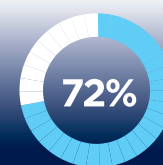
- Tennis is affordable**, it only needs a racquet and a few balls
- Tennis is accessible**, inclusive of all abilities and ages
- Cost-efficient and flexible** infrastructure options
- Courts returned to free public** use in the summer
- Multi-sport and multi-functional** facility design
- Generate a positive** net revenue
- Create new** full and part-time jobs
- Grow local** sport tourism
- Provide education**, coach certification & volunteering opportunities
- Increase the physical, mental & social** well-being of residents



of Canadians would **play more tennis** if there was a **covered court nearby**.



agree that municipalities **should work with Tennis Canada** on covering tennis courts.



liked or loved Tennis Canada's Covered Court Initiative.

Independent market research was completed in August 2018 in conjunction with Charlton Insights.