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ATP'S & WTA'S NEWLY INTEGRATED MARKETING TEAM SERVES UP A SECOND SEASON OF TENNIS UNITED

LONDON: The ATP and WTA have today announced *Tennis United: CrossCourt*, a continuation of the award-winning digital content series originally released during the 2020 suspended season. Back by popular demand, the reimagined project marks the first major co-branded initiative to debut since the two Tours integrated marketing operations earlier this year.

Tennis United: CrossCourt goes behind the scenes of life on Tour through a series of intimate one-on-one conversations between ATP and WTA stars. Spanning eight captivating, short-format episodes, players explore a range of largely untouched subjects from within and beyond sport, offering fans a raw perspective on the experiences, pressures and privileges that make up life in professional tennis.

From Dominic Thiem and Madison Keys opening up on mental health, to tennis' newlywed star couple Gael Monfils and Elina Svitolina finding love on Tour – and how their proposal nearly took a very different turn – the series gets up close and personal like never before. Other episodes take a deep dive into the game itself, from Andrey Rublev and Aryna Sabalenka shedding light on dealing with defeat, to Felix Auger-Aliassime and Jennifer Brady unpacking the discussion around on-court coaching.

The complete episode list:

- Episode 1: Relationships (Gael Monfils & Elina Svitolina)
- Episode 2: Coaching (Felix Auger-Aliassime & Jennifer Brady)
- Episode 3: Mental Health (Madison Keys & Dominic Thiem)
- Episode 4: Doubles (Bethanie Mattek-Sands & Jamie Murray)
- Episode 5: Parenthood (Fabio Fognini & Elena Vesnina)
- Episode 6: Travel (Belinda Bencic & Grigor Dimitrov)
- Episode 7: Discipline (Hubert Hurkacz & Iga Swiatek)
- Episode 8: Locker Room (Andrey Rublev & Aryna Sabalenka)

This past January, the ATP and WTA transitioned to an integrated marketing operation, building on unprecedented collaboration between the Tours over the past 18 months. Under the alignment, key leadership roles across social media, digital and branding are now responsible for maximising engagement through joint storytelling and creating efficiencies on key projects. Collaboration across commercial and communications over the same period has further leveraged the unique appeal of both Tours, highlighted by recent joint-brand partnerships with TopCourt and Tennis Clash.

Dan Ginger, the newly appointed SVP, Brand and Marketing, said: “Few professional sports have the opportunity that tennis does, to tell an authentic story of male and female athletes united. This has always been our vision for *Tennis United*. Creating a centralised marketing team across the Tours allows us to further reduce fragmentation within the sport and focus on positioning tennis as a leading global entertainment property.”

New episodes of *Tennis United: CrossCourt* will debut every Wednesday across YouTube and ATP/WTA digital channels, starting from 25 August. Ideation and creative direction for the new season was supported by *Racquet Magazine*, which serves as presenting partner of the series. The show's distinctive new visual



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identity was developed by award-winning London-based agency MATTA, whose recent joint projects include the ATP's and WTA's 'Tennis is Life' campaign.

To watch the official trailer, [click here](#).



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About The ATP

As a global governing body of men's professional tennis, the ATP's mission is to serve tennis. We entertain a billion global fans, showcase the world's greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the ATP Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and FedEx ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

About The WTA

Founded by Billie Jean King in 1973 on the principle of equal opportunity, the WTA is the global leader in women's professional sports. The WTA is one of the world's most recognizable and high-profile sports organizations, consisting of more than 1650 players representing approximately 85 nations, all competing



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to earn WTA rankings points and prestigious tournament titles. The WTA Tour is comprised of over 50 events and four Grand Slams, spanning six continents and nearly 30 countries and regions with a global audience of over 700 million. The Tour culminates with the Shiseido WTA Finals Shenzhen, honouring the season's top singles and doubles players based on the final standings of the Porsche Race to Shenzhen leaderboard. Further information on the WTA can be found at wtatennis.com.