

## Woolworths and Tennis Australia join forces to feed fresh talent

**Tuesday, 13 January 2015:** Woolworths, the Fresh Food People, will sponsor the ballkids at a number of Australian tennis events, including the 2015 Australian Open, in a new partnership with Tennis Australia announced today.

Woolworths will sponsor the ballkids at The Australian Open, the Australian Open Series, the Pro Tour and the ballkid training program.

Woolworths will work with Tennis Australia to enhance the ballkid program with the aim to increase registrations, grow the profile of the great work the ballkids do during the Australian Open, Australian Open Series and Pro Tour and widen the reach of the program throughout Australia.

Ultimately, both Woolworths and Tennis Australia want to give as many Aussie kids as possible the opportunity to experience being a ballkid.

Throughout this year's summer of Tennis, Woolworths will be fuelling the ballkids, providing training uniforms and a special thank-you gift and party at the end of the events.

Woolworths Supermarkets Chief Marketing Officer, Tony Phillips, said "Woolies are the Fresh Food People and we are dedicated to inspiring a healthier Australia and feeding fresh talent.

"We're delighted to be involved with some fantastic Aussie kids at one of the world's great sporting events.

"The Australian Open ballkids showcase some talented young Australians who've worked very hard to get on the team which is recognised as the best in the world.

"We're extremely proud to be able to help Tennis Australia with the ballkids program that promotes a healthy lifestyle, leadership skills and builds confidence, but most of all is great fun," he said.

"We are delighted to partner with Woolworths, one of Australia's biggest and most respected brands, to continue to grow and promote our tremendous ballkid program," Tennis Australia CEO Craig Tiley said today.

"Australia is recognised as a world leader in the way we train and manage our ballkids. The Australian Open is an international showcase of the commitment shown by this terrific group of kids and their dedicated supervisors and training team, and we get lots of comments from the players on how fantastic they are.

"Our ballkids are also great examples of how to lead a healthy lifestyle and we look forward to working with Woolworths, with their focus on fresh food, to grow the program for years to come," Tiley continued.

More than 380 ballkids from around Australia and overseas are selected to participate in the Australian Open. They participate in selection trials nine months before the event and undergo months of training, culminating in lead-up events in November and December.

Woolworths will host a Woolworths Aussie Ballkids activity area at the Woolworths Fresh Fair at the Australian Open.

For further information please contact the Woolworths Press Office on 02 8885 1033.

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