

# NEW HAVEN OPEN at Yale



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## TENNIS TOURNAMENT CONTINUES AS NEW HAVEN OPEN AT YALE

### *Four Cornerstone Sponsors To Support Women's-Only Event*

**NEW HAVEN, Conn., October 21, 2010** – The start of a new era in the world of New England professional sporting events began today as the New Haven Open at Yale was launched. Four Cornerstone sponsors, Aetna, American Express, Yale-New Haven Hospital and Yale University, will support the women's only Olympus US Open Series event on the Sony Ericsson WTA Tour, it was announced today by Anne Worcester, tournament director. The tournament will be held August 19-27, 2011 at the Connecticut Tennis Center at Yale.

The four Cornerstone sponsors, who have made a three-year commitment to the tournament, believe the tournament is an extremely valuable community asset as it generates more than \$26 million in regional economic impact and benefits the local community in such a positive, healthy and active way. Through programs such as affordable New Haven Youth Tennis lessons, the eight state Family Classic parent-child tournament, the Free Lesson for New Haven school kids and resurfacing tennis courts at Edgewood Park and East Shore Park, the tournament's strategy has always been to leverage the power and excitement of professional tennis to build participation and interest at the community level.

"We are delighted these four Cornerstone sponsors will make it possible for the tournament to continue to be a leading example of using a large-scale, international sporting event to generate significant economic impact in the region and to build community pride, spirit and engagement, especially among youth," said Worcester. "We are particularly grateful and proud to have leading institutions recognize our vision and help preserve this event for New Haven and the region."

"These sponsors have seen the value of keeping the Tournament in our City and thanks to their contributions we'll all enjoy an exciting and successful New Haven Open," said Mayor John DeStefano, Jr. "The Tournament is a New Haven tradition that residents and visitors alike look forward to every year."

"Yale is delighted to join in partnership with Aetna, American Express, and Yale-New Haven Hospital to ensure that this important event remains in New Haven and contributes to the vibrancy of our community," said Yale University President Rick Levin.

"We are delighted to partner with three reputable brands that are making a difference in the New Haven area, the state of Connecticut and across the country," states Floyd W. Green, III head of Community Relations and Urban Marketing. "In addition to the tournament, sponsoring the "Fit Zone" and many youth related activities will reinforce Aetna's commitment to helping young people live healthier lives. This exciting partnership is one of many examples of how Aetna is working with local and national organizations to improve the health and well being of kids and their families in the community we serve."

"American Express is pleased to be one of the Cornerstone sponsors of the New Haven Open at Yale," said Jessica Igoe, Vice President, Global Sponsorship and Event Marketing, American Express. "As a long-term supporter of the USTA, including the Olympus US Open Series, we know that our Cardmembers are passionate about tennis and we are thrilled to help ensure the future of this exciting event."

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“Yale-New Haven Hospital is proud to join with Yale University, Aetna and American Express to sustain world-class tennis in New Haven,” said Marna P. Borgstrom, President and CEO of Yale-New Haven Hospital. “It is good for the city, it is good for Connecticut and it is symbolic of the enormous momentum that continues to build in this region.”

“This tournament has anchored the Olympus US Open Series since its inception in 2004, and the USTA is very pleased that the event will continue in this role. We commend Anne Worcester and her team for their creative approach to ensure professional tennis remains in New Haven,” said Jim Curley, Chief Professional Tournaments Officer & US Open Tournament Director.

All of the cornerstone sponsors will benefit during the tournament from brand exposure on domestic and international television broadcasts, extensive advertising and promotion, sampling opportunities reaching approximately 80,000 spectators, tickets and hospitality to entertain clients and much more. In addition, they will have the opportunity to be involved throughout the year with the tournament’s year-round Community Outreach programs.

For more information about the New Haven Open at Yale, visit [www.newhavenopen.com](http://www.newhavenopen.com)

### **About New Haven Open at Yale**

New Haven Open at Yale, a Olympus US Open Series event on the Sony Ericsson WTA Tour, will be held August 19-27, 2011, and feature a number of international tennis stars. The 2010 tournament, whose three-time defending champion is World No. 1 Caroline Wozniacki, drew nearly 80,000 spectators and was televised nationally for 16 hours on ESPN2 and CBS Sports. An economic impact study conducted in 2008 showed that the event generated an estimated total gross economic impact on the New Haven regional economy of more than \$26 million.

### **About the Olympus US Open Series**

The Olympus US Open Series brings together the 10 summer tournaments in North America, three television networks, tennis’ sanctioning bodies and top corporate sponsors during the summer tennis season. In 2010 the Series continued its enhancements to the sport, including more national TV hours, live back-to-back Finals every weekend, bonus prize money at the US Open, and a significant national marketing campaign.

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<p><b>Sony Ericsson WTA TOUR</b></p>
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