



Contact: Matt Van Tuinen
MVT PR
312-235-3291
matt@mvtpr.com

NEW HAVEN OPEN AT YALE PRESENTED BY FIRST NIAGARA CASTING CALL TO OFFER YOUNGSTERS CHANCE TO SING IN FRONT OF THOUSANDS AT 2011 TOURNAMENT

Singer, Actress and Former Cheetah Girl Adrienne Bailon To Be Celebrity Judge For Open Casting Call At Historic Shubert Theater

NEW HAVEN, Conn., July 21, 2011 – The New Haven Open at Yale presented by First Niagara announced that it will hold an open casting call for children 12 and under on Tuesday, July 26 from 4:00-8:00 p.m. at the historic Shubert Theater. The children will have an opportunity to compete for the chance to sing “America the Beautiful” at the tournament, a WTA event that is part of the Olympus US Open Series, to be held August 18-27, 2011 at the Connecticut Tennis Center at Yale.

For the third year of the competition, singer, actress and former Cheetah Girl Adrienne Bailon, will be part of a panel of celebrity judges. The Cheetah Girls were a Disney Channel staple, recording six albums and filming three films between 2003 and 2008. Adrienne is currently pursuing a solo career and is signed to Island Def Jam Records. Additional judges include WNTH’s Sonia Baghdady, KISS 95.7 on-air talent Brady and a First Niagara representative.

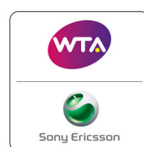
“The annual casting call for kids to sing at the New Haven Open is a great way to encourage local children to get involved in both music and sports,” said Tournament Director Anne Worcester. “The talent that comes out of this event is always outstanding and I am looking forward to hearing this year’s winners.”

All winners will receive free tickets to the New Haven Open. For more information on the open casting call and for official rules, please visit www.newhavenopen.com.

About New Haven Open at Yale presented by First Niagara

New Haven Open at Yale presented by First Niagara has always been much more than a tennis tournament; it is a leading example of leveraging a large-scale international sporting event to generate \$26 million in regional economic impact and to build community pride, spirit and engagement, especially among youth. The 2011 tournament, which will feature World No. 1 and three-time defending champion Caroline Wozniacki and two Grand Slam champions Francesca Schiavone and Svetlana Kuznetsova, is a women’s-only WTA event that is part of the Olympus US Open Series and will be held August 18-27 at the Connecticut Tennis Center at Yale. This

-more-



900 Chapel Street Suite 622 New Haven, CT 06510 T (203) 776-7331 F (203) 772-4647

www.newhavenopen.com



pg. 2- New Haven Open - First Niagara Casting Call

year the tournament has added the US Open National Playoffs Championships, the culmination of 16 sectional qualifying tournaments that provide the opportunity for all players 14 years of age and older to earn a berth into the US Open in men's and women's singles and mixed doubles. The New Haven Open is prominently featured domestically on ESPN2 and also broadcast around the world. For more information about the tournament and tickets, visit www.newhavenopen.com or call 1-855-4-NHTENNIS.

About First Niagara Financial Group

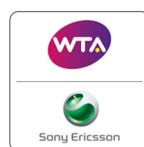
As of April 25th, First Niagara Financial Group, Inc., through its wholly owned subsidiary, First Niagara Bank, N.A., has \$30 billion in assets, 346 branches and \$18 billion in deposits. First Niagara Bank, N.A. is a multi-state community-oriented bank providing financial services to individuals, families and businesses across Upstate New York, Pennsylvania, Connecticut and Massachusetts. For more information, visit www.fnfg.com.

About the Olympus US Open Series

The Olympus US Open Series has established itself as a true regular season of hard court tennis, linking 10 summer tournaments to the US Open. Fans follow the action throughout the summer through national television coverage, culminating each week with back-to-back men's and women's finals every Sunday afternoon. Players battle for \$40 million, including a chance for bonus prize money at the US Open. In 2008, Olympus became the first title sponsor of the Series. The Olympus US Open Series is also supported by sponsors American Express and Evian.

Andy Murray won the 2010 Olympus US Open Series men's title and Caroline Wozniacki won the women's title. In 2007, Roger Federer collected the biggest paycheck in tennis history -- \$2.4 million -- for winning US Open and the Olympus US Open Series. In 2005, Kim Clijsters also captured both the US Open and the Olympus US Open Series, winning \$2.2 million -- the largest purse in women's sports history -- and again equaled that amount in 2010, winning the US Open and finishing the Olympus US Open Series in second place.

###



900 Chapel Street Suite 622 New Haven, CT 06510 T (203) 776-7331 F (203) 772-4647

www.newhavenopen.com