



July 25–31, 2011–UCLA

IN THE MEDIA

USA TODAY Snapshots®

Los Angeles sporting fixtures

The ATP Countrywide Classic men's tennis tournament, beginning today in the Los Angeles area, is the longest continuously running annual sporting event or franchise in the market:

ATP Countrywide Classic	1927
PGA Tour's Northern Trust Open!	1944
Los Angeles Dodgers	1958
Los Angeles Lakers	1960

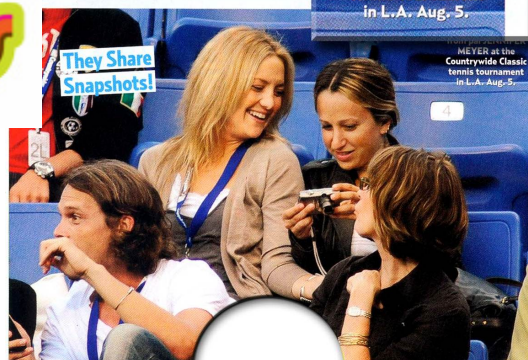
1 – Note: The PGA Tour event was not held in Los Angeles until 1992.
Source: Coaches and Sports Writers Association



The Farmers Classic implements an aggressive media and public relations campaign that annually results in strong impressions in a variety of media including US Weekly, People Magazine and USA Today. According to Meltwater Media tracking, the 2010 tournament received 2,852 clips in print publications worldwide and more than 1,500 other references to the tournament in July and August alone. The tournament's PR team targets a variety of outlets outside of sports including lifestyle and entertainment. An aggressive social media platform includes an official Facebook profile for the tournament and both English and Spanish Twitter accounts.



KATE HUDSON (left) admired photos from pal JENNIFER MEYER at the Countrywide Classic tennis tournament in L.A., Aug. 5.



MEYER at the Countrywide Classic tennis tournament in L.A., Aug. 5.

