

Media Release

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Tennis Europe Junior School Inaugurated

The European Tennis Federation launched its new project, the 'Tennis Europe Junior School' at the world's most prestigious 14 & Under tournament, 'Les Petit As' in Tarbes, France, yesterday.

The project, which has been initiated by Tennis Europe CEO Thomas Hammerl, has been coordinated with the sport's governing bodies and is tailored to help prepare the sport's best young athletes for their life as professional tennis players.

The program delivers a series of interactive in-person workshops which will run at some of Europe's most important junior tennis tournaments for the 14 and 16 & Under age groups. It also includes specially-created videos, featuring advice from experts from the WTA, ATP, ITF, playing professionals, coaches, manufacturers, anti-doping experts, management companies and agencies.

"Player education is a big priority for Tennis Europe, as it is for all the governing bodies within our sport," said Mr. Hammerl. "We are in a privileged position to be the first ones to give these amazing young athletes a foundation of knowledge from an early age, which they can build on throughout their careers. We see this as part of our responsibility as custodians of junior tennis in Europe."

The Tennis Europe Junior School is the first athlete education programme that specifically targets players in this age-group and will focus on making the sessions and the videos as interactive, engaging and accessible as possible. They will cover a range of topics including:

- *Anti-doping*
- *Agents and sponsorship*
- *Tennis Integrity*
- *Coaching*
- *Safeguarding*
- *Nutrition and hydration*
- *Support team*
- *Physical wellbeing*

The first series of video clips is available now on Tennis Europe's [website](#), with further episodes to be added during the course of the year.

Tennis Europe worked with London-based sports media consultancy The Emilia Group to create the Tennis Europe Junior School, drawing on The Emilia Group's extensive experience in junior tennis and in athlete education. "We've always been really passionate about player education and we know it's a passion that we share with Tennis Europe," said Faye Andrews, Director at The Emilia Group. "We are really proud to be working to help the tennis players of the future as they take their first steps towards being successful and fully-rounded professionals."

Tennis Europe Junior Tour events are the first step for young players outside their home country and are an essential stepping stone on the journey to becoming a professional tennis player and competing on the ITF, ATP and WTA Tours.

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TENNIS EUROPE

Tennis Europe (by constitution European Tennis Federation) is the largest regional association of the sport's governing body, the International Tennis Federation. As a non-profit organizing body of European tennis, based in Basel, Switzerland, Tennis Europe is comprised of 50 member nations and cooperates with constituent national federations to sanction, manage and support over 1200 international tennis tournaments each year across the continent. Tennis Europe maintains excellent relations with the ATP and WTA Tours, European Union, and the wider tennis industry.

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