

PRESS RELEASE



For immediate release

Arthur Price Serves Up Incentive To Play Tennis For Free In Lichfield's Beacon Park

Since its launch in February 2016 over 1000 people have played tennis for free in Beacon Park, Lichfield courtesy of national charity Tennis For Free and to help encourage even more participation they have announced their new 'Get Active' scheme sponsored by cutlery and gift firm Arthur Price.

The Arthur Price Activity Card incentivizes Tennis For Free members to attend 12 free sessions to maximise their opportunity to develop their tennis skills. Via a downloadable card on any smart phone a tennis ball will light up for each Lichfield Tennis For Free session attended. When players have completed the card (12 attendances), they will be eligible for a free £20 Arthur Price gift voucher if they're inside the first 20 claimants. Please see www.beaconparktennis.co.uk for more information.

Paul Jessop, Tennis For Free Chief Executive said: "We are delighted with the number of people who are playing tennis for free in Beacon Park but we want more to experience this super game and we want to ensure those who have started continue to play and develop their skills. This is why we have created the Get Active scheme to help incentivize people to keep playing and learning."

"The official opening during February half-term saw the Davis Cup make a stop on a nationwide tour to celebrate the launch. We created a partnership with Lichfield District Council, Lichfield Friary Tennis Club and the LTA to help provide free coach led tennis sessions for all the family for one year. Our aim is to involve all the community and working with local business partners is a fantastic way for us to raise awareness to everyone."

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Simon Price, CEO at Arthur Price said: “I watched the crowds back in February and thought then it was an amazing initiative and to see the high number continue is testament to the quality of the team running scheme. When I was approached to help with the Get Active programme it was an instant decision. I hope that we can help keep people playing and encourage new players.”

Started in 2004 and celebrating over a decade of getting over 150,000 people to hit tennis balls for free, Tennis For Free is a registered charity set up by comedian Tony Hawks and his colleague Patrick Hollwey. It aims to provide healthy, vibrant tennis communities on FREE public park tennis courts creating new tennis players of all ages and backgrounds, and showing that tennis can be enjoyed by all. Tennis For Free supporters include Judy Murray (Team GB’s Federation Cup Captain (the female equivalent of the David Cup) and the mother of two of Team GB’s successful Davis Cup team - Andy and Jamie), BBC tennis commentator Andrew Castle and multiple Grand Slam winner Pat Cash.

The free weekly coach led tennis sessions are for anyone aged four and above and are suited to the whole family coming down and having a game. All abilities are welcome and equipment will be available to use. To take part, simply register for free at www.beaconparktennis.co.uk and ‘book in’ each family member attending. You can also follow Tennis For Free on twitter @tennisforfree or contact local tennis coach and scheme leader Paul Bayliss via email on paulbayliss100@hotmail.co.uk

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