



PRO SERIES

PRESS RELEASE

The FFT launches the “Roland-Garros Pro Series”, a strategic partnership between Roland-Garros and the WTA and ATP tournaments played on clay

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Actively involved in the promotion of clay-court tennis, the FFT is introducing the “Roland-Garros Pro Series”, a strategic new partnership between Roland-Garros and various international tournaments, both WTA and ATP, played on a clay surface. The Federation is thus strengthening its relationship with other high-profile clay-court stakeholders so that they can collaborate more and work towards a common goal: to get more people playing tennis on clay.

For many years now, the FFT has rolled out various initiatives in France and abroad, such as the “Roland-Garros Club” certification or the “Roland-Garros Junior Wild Card Series by Oppo”, with the aim of encouraging people to play tennis on the emblematic surface of the Parisian Grand Slam. By creating the “Roland-Garros Pro Series”, the FFT is reaffirming its international ambitions and is continuing to work hard to promote this historic surface, appreciated by many clubs and tennis players.

Thanks to this partnership, the FFT is teaming up with various international tournaments, both in France and abroad, that punctuate the WTA and ATP clay seasons. The first tournaments to join this ground-breaking partnership are the Argentina Open (ATP 250 tournament in Argentina), the Rio Open presented by Claro (ATP 500 tournament in Brazil), the Barcelona Open Banc Sabadell (ATP 500 tournament in Spain), the Open Parc Auvergne-Rhône-Alpes (ATP 250 tournament in France), the Internationaux de Strasbourg (WTA International tournament in France) and finally Roland-Garros.

United by a shared passion and ambition, this new family of tournaments will be able to build strong and long-lasting relationships, way beyond the clay season. This initiative will enable Members tournaments to openly share good practice and expertise, for example the fundamental issues of CSR and how to use digital innovations to boost tennis fans’ engagement, as well as collaborate in order to create editorial content and even organise joint events.

“With the Roland-Garros Pro Series, the FFT has reached a new milestone in the promotion of clay-court tennis. With 165 FFT-affiliated clubs in France for amateur tennis, we are forging

strong ties with professional tennis. We are fulfilling our role as a world clay-court championship,” explains Bernard Giudicelli, President of the FFT.

“Clay court is about emotions, great battles, and the power of overcoming obstacles, surrounded by beliefs, hopes and passion. That’s why I love the game, especially at Roland-Garros. That’s why I support the Roland-Garros Pro Series partnership between Roland-Garros and ATP & WTA clay tournaments. All these efforts are important to sharing experiences among the great tournaments that inspire people all over the world,” explains Gustavo Kuerten, three-time champion at Roland-Garros.

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