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USTA NEW ENGLAND ANNOUNCES PARTNERSHIP WITH BABOLAT

WESTBOROUGH, MA – USTA New England is excited to announce a major partnership with the oldest company specializing in racquet sports, Babolat. The France-based company will serve as the section’s official partner for racquets, tennis bags, strings, accessories and 10 and Under Tennis.

“The section is thrilled with this new partnership with Babolat. The company’s long history and dedication to the sport is something we admire deeply and we look forward to the opportunity a partnership like this brings to New England tennis,” said Matt Olson, USTA New England Executive Director.

As the official 10 and Under Tennis partner, Babolat will work together with USTA New England to promote the youth aspect of the sport with the goal of growing the game; an important mission both companies share.

“USTA New England has a strong and established network of players, coaches, clubs, and events. We’re excited to partner with the section to continue to grow and evolve the game of tennis,” said JD Coleman, New England Regional Sales Manager for Babolat.

Babolat’s equipment, including racquets and tennis bags, will be integrated into future USTA New England events.

About Babolat

Founded in Lyon, France in 1875, Babolat invented racquet strings and is the oldest company specializing in racquet sports. Babolat has built its reputation by offering products at the forefront of technology and by supplying equipment to generations of champions who have won the most prestigious competitions.

Today, Babolat can be found in more than 100 countries, 20,000 sporting goods stores and 20,000 partner clubs. Babolat offers a complete range of products for tennis and badminton players, with an offer to suit every style of play. www.babolat.us.

About USTA New England

USTA New England, one of 17 regional sections across the country that comprise the United States Tennis Association (USTA), is a not-for-profit organization committed to promoting and developing the growth of tennis and increasing participation in the sport in New England by offering quality recreational and competitive programs for people of all ages and abilities. For more information, visit www.ustanewengland.com.