



Press Release

TEDDY TENNIS IN THE USA!

London, 23rd August 2010: Teddy Tennis, the British developed tennis programme for 3½ - 5½ year olds is being launched this week in North America ahead of the US Open.

Teddy Tennis has teamed up with Patricia Jensen, renowned American tennis marketer, to launch the programme, initially to a specially invited list of tennis professionals at the Courtside Racquet Club in Lebanon, New Jersey.

Teddy Tennis is a new teaching method that inspires young children aged 3½ - 5½ to play tennis and develop a love of sport. It creatively connects to children through music, pictures, stories and teddy bear characters and it makes learning the elementary skills of tennis and sport in general FUN.



Richard Bean, Co-founder of Teddy Tennis said *"We are very excited about the Teddy Tennis launch in the US. I have taught a number of American children at the Teddy Tennis Academy in West London and they absolutely love it; their parent's only complaint is that there is nothing like it in the USA."*

Richard continued, *"Unlike the UK, tennis is experiencing a massive growth in the US and we are very confident that our program will be very well received there."*

Teddy Tennis has been developed in Holland Park, West London and this year alone, over 800 children have participated in the programme. Teddy Tennis teaching is made up of a series of lessons all of which use music and pictures to inspire the children to take part, to learn and to have fun.

As well as getting children active and teaching them to play tennis, Teddy Tennis enhances co-ordination, grows confidence, develops communication skills and introduces young children to the concept of learning.

Roger Draper Chief Executive of British Tennis said: *"We think it is a great idea for the 3 and 5 year olds to build a foundation of good all round athletic fundamentals with music and pictures to help the youngsters understand the learning experience of tennis, we wish them well in their venture."*

Notes for editors

1. Teddy Tennis applies children's innate musical appreciation to inspire participation and development. Songs, specially written for the programme, provides the rhythm that helps children move around the court more easily. It helps them develop their hand to eye co-ordination and it enables them to swing the racket at the ball so that they can hit it with perfect timing. Not only do children love the approach but it speeds up the learning process, helps develop their communication skills and improves their confidence.
2. In the USA, tennis participation has grown 43% since 2000, according to the Sporting Goods Manufacturing Association and the number of children age 6-17 playing tennis jumped to 9.5 million from 6.8 million between 2006 and 2009.
3. In 2009 Teddy Tennis was adopted by Europe's leading tennis school, the Sánchez-Casal Academy in Barcelona, as their standard teaching system for young children.

4. Peter MacCraw coach educator, leading tennis researcher and world-renowned developmental coach said *“Teddy Tennis is a unique and innovative program that introduces children to the fundamentals of tennis. The unique approach of combining music with motion creates an ideal learning environment for children of all ages and abilities to develop sound athletic and tennis skills. A child could not receive a better start to tennis. Teddy Tennis is the best I have seen.”*
5. Teddy Tennis featured on BBC’s Dragons Den in 2007 but did not get their investment.
6. The Teddy Tennis band is called ‘Head Ted and the Cub Cadets’ and all their music is available to download from iTunes.

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