



Press Release

WHAT CAN THE BRITS TEACH SPAIN ABOUT TENNIS?

Answer: *Teddy Tennis, a new teaching programme that inspires young children to get active!*

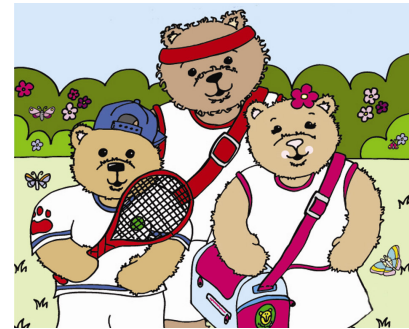
London, 3rd December 2009: Teddy Tennis, a British tennis programme has been adopted by Europe's leading tennis school, the Sánchez-Casal Academy in Barcelona, as their standard teaching system for young children.

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 absolutely delighted that the Sánchez-Casal Academy has selected Teddy Tennis; its endorsement will help us extend the adoption of Teddy Tennis, both in the UK and overseas."*

Bean continued, *"Our system has been extensively market tested with the most demanding of clients, 3 to 5 year olds. They tell you exactly how it is and I am very happy to say they love Teddy Tennis"*.

Emilio Sánchez Vicario, co-founder of the Sánchez-Casal Academy said: *"In the Academia Sanchez-Casal we are trying to help parents with the complex task of educating their children and for this reason we offer more than just fun and sports activities. We subscribe to an exclusive system, created for children, which adds a combination of visual and auditory stimulation that have a spectacular effect on the learning ability and the development of the child's emotional intelligence."* Emilio concluded *"This combination is the true secret of Teddy Tennis"*.



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.

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."*

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.

Notes for editors

1. Emilio Sánchez Vicario was captain of the Spanish Davis Cup team that played in their sixth Davis Cup final last year, which they won. Emilio was also captain of the Gold medal winning Spanish tennis team at the Beijing Olympics. Emilio was formerly the world number one doubles player.
2. Spain currently has 7 male players in the top 31 ATP Rankings: Nadal, Rafael (2); Verdasco, Fernando (8); Robredo, Tommy (16); Ferrer, David (18); Almagro, Nicolas (26); Almagro, Ferrero, Juan Carlos (23) and Montanes, Albert (31)
3. To view a short (3 minute) video of Teddy Tennis in action click on the link <http://www.teddytennis.com/content/av/video.html>
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 applies children's innate musical appreciation to inspire participation and development. Songs, specially written for the programme, provide 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.
6. When Andy Murray was 15 he moved to Barcelona and trained at the Sánchez-Casal Academy.
7. Teddy Tennis featured on BBC's Dragons Den in 2007 but did not get their investment.
8. 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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