

**Press release for Kids on the Road to Eastbourne
20th April 2009**



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Sussex primary schoolchildren will have a shot at capturing the Global Tennis Road to Eastbourne title when the annual event kicks off throughout Sussex, culminating in the final during the Aegon International Tennis Tournament, Eastbourne.

But only the best tennis-playing primary school kids will be able to take advantage of Devonshire Park's world class grass courts, when the youngsters get the chance to serve up their skills during the finals of the Road to Eastbourne competition.

The junior aces will have to fight their way past over 150 Sussex schools to the best nine sets of four boys and four girls in Britain's largest independent tennis competition for schools. Now in its magnificent eighth year, the Road to Eastbourne initiative teaches skills through bespoke games to the Sussex stars. As well as being crowned as champions, the team winning the most points will scoop £250 worth of tennis equipment for their school from long-term sponsor tennis coaching equipment specialists Zsig. Jeff Williams of Zsig highlights the fun factor. "It's great for children to experience the buzz of tennis competition as part of a team, and for the finalists to brush shoulders with players at an international tournament is an experience they won't forget."

Gary Marlow, Road to Eastbourne creator and co-ordinator, said: "The Global Tennis Road to Eastbourne event continues to be a massive success involving for the first time every sports partnership in Sussex with the possibility of over 300 schools and 2000 children taking part. This year is extra special after Global Tennis was a finalist in the Sussex Sports Awards 2008 for Innovation in Sport:Education, showing the success of the programme"

Roger Draper, Lawn Tennis Associate Chief Executive, added: "The Road to

Eastbourne competition is a fantastic opportunity for juniors to start playing competitive tennis. Increasing the number of juniors who compete regularly is vital to tennis."

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