



SURREY.TENNIS

PRESS RELEASE

## SURREY TENNIS REBRAND

Based at the National Tennis Centre at Roehampton, Surrey Tennis is delighted to announce its recent rebrand and name change, updating its logo and identity.



Surrey Tennis is the organisation responsible for the administration and development of tennis throughout Surrey, from those just thinking of taking up the game to tournament players of all levels.

**David Cianfarani, County Chair, said:** *“We want to maintain the great work that we are currently doing with the different competitions and hope to increase the standard of tennis players within the County. Surrey Tennis encompasses players of all ages and abilities and we strive to make tennis more inclusive. One way we have done this is by running the inaugural wheelchair tennis competition at this year’s County Championships, which was very well received”.*

Surrey Tennis supports around 200 LTA registered clubs and venues in the County with funding and networking opportunities.

**Roy Staniland, County Secretary at Surrey Tennis and British Tennis Development Committee Member, says:** *“This rebrand is a fantastic opportunity for us as a County to bring the whole community closer together. We feel that the new logo design helps to bring Surrey Tennis into the digital age and will appeal to our younger members and coaches.”*



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**Surrey Tennis**

The National Tennis Centre, 100 Priory Lane, Roehampton SW15 5JQ

[www.surrey.tennis](http://www.surrey.tennis)

Tel: 020 8487 7036



Surrey Tennis views the rebrand as a way of finding a new identity that all the clubs, coaches and players can more easily identify with.



The Surrey Tennis Council agreed that not only should the new logo embrace the current social media and digital age, but that we should increase our social media marketing activities as well. Surrey Tennis has therefore boosted its social media activity to improve communications with members, clubs and players across the County and hopes to engage and interact with more people directly as a result. The new visual identity is explained by Lewis Woodham, Surrey Competitions & Social Media Manager:

*“Surrey Tennis is one of the oldest Counties in the UK for tennis. We believe the new logo, which is a partial representation of a shield, incorporates that history, but brings a contemporary feel at the same time. It is great for Surrey Tennis to have a new image that will appeal to younger generations coming through. The Surrey Tennis rebrand will allow us to improve our relationships with players, parents, coaches, clubs and fans in the County.”*



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## **NOTES FOR EDITORS:**

If you would like to be a contributor to the Surrey Tennis website, or would like to interview any of the Surrey Tennis players or staff, please email: [Jack@henmancom.com](mailto:Jack@henmancom.com)

For high resolution visuals for articles please contact: [Jack@henmancom.com](mailto:Jack@henmancom.com)

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