



Press Release

05/06/23

For immediate release

'Friday Pride Days' to return to LTA major events as tennis in Britain celebrates Pride Month

- *The Rothesay Open Nottingham, Rothesay Classic Birmingham, cinch Championships at the Queen's Club and the Rothesay International Eastbourne will all once again play host to Pride events in 2023*
- *The days follow on from last year's successful celebrations of Pride, promoting tennis as a safe, open, and inclusive space for all*
- *The LTA and the Pride in Tennis network continue their close partnership, and will highlight stories of tennis in LGBTQ+ communities across Britain throughout June*

The LTA, the national governing body for tennis in Britain, has announced the return of 'Friday Pride Days' as part of its continued efforts to raise awareness of LGBTQ+ inclusion this Pride Month.

After the success of last year's events across the grass court summer, Friday Pride Day events will form a cornerstone of the LTA's celebrations of LGBTQ+ inclusion in tennis in 2023. The days will put Pride front and centre, in order to show that tennis events, and the sport as a whole, are safe, open and inclusive spaces, breaking down barriers so that everyone can feel welcomed and accepted, no matter their sexuality or gender identity. The Progress Pride flag will fly above centre courts across our events, while officials and ball kids will wear rainbow laces and wristbands on-court. For the first time this year, after agreement with the ATP, WTA and ITF, the LTA is bringing more colour courtside, with umpires' chairs being decked with colour to support the days and give even more visibility to Pride.

Friday Pride Day events will take place at the Rothesay Open Nottingham (Friday 16 June), Rothesay Classic Birmingham (Friday 23 June), cinch Championships at The Queen's Club (Friday 23 June) and Rothesay International Eastbourne (Friday 30 June), with the Lexus Surbiton Trophy and Lexus Ilkley Trophy also showing their support for the Pride movement this month. As well as at events during Pride Month, on Friday the 4th of August, the LTA will also be bringing Friday Pride Day to the British Open wheelchair competition, taking place at the Nottingham Tennis Centre from

the 1st to the 6th of August. The LTA would like to see as many fans as possible attending on these days dress in bright clothes and accessories to show support for the celebrations.

Lucy Shuker, British women's wheelchair number one and world number ten, said, "It's great that the LTA are celebrating Pride again this year, especially at its major events. It's so important for the LGBTQ+ community to know that they can feel welcome in tennis; whether it's coming along to watch some of the world's best players or getting on court themselves, you can feel part of this wonderful sport and community."

The LTA is proud to continue working with [Pride in Tennis](#), the LGBTQ+ network for tennis in Britain. Pride in Tennis will be present at all our Friday Pride Days where their volunteers will be on-site to raise awareness and answer any questions fans have about the Pride movement, how they can form connections with local LGBTQ+ inclusive tennis groups and venues, and what they can do to show their support as allies of LGBTQ+ communities.

Ian Pearson-Brown and James Swanson, Co-Chairs of the Pride in Tennis network, said "We're delighted the LTA is continuing its commitment to putting LGBTQ+ inclusion firmly in the spotlight. These grass court events are among the highlights of the British sporting summer and the international tennis calendar and provide a brilliant opportunity to showcase the work we are doing in partnership with the LTA to ensure tennis in Britain is safe and inclusive for all LGBTQ+ players, fans, volunteers, and officials."

Along with Friday Pride Days, throughout June, the LTA and Pride in Tennis are showcasing tennis in LGBTQ+ communities across Britain, and the people who are working to help make tennis more open and accessible to LGBTQ+ players. This forms a key goal of the LTA's [inclusion strategy](#) to break down barriers and increase participation in tennis across Britain.

Dave Hardman, the LTA's Inclusion Development Manager, believes it's important to promote the work people are doing year-round, as well as the Friday Pride Days: "Our Friday Pride Days are a brilliant way of informing as many people as possible that tennis is a welcoming environment for those in LGBTQ+ communities. Alongside major events, it is also vital to highlight the incredible work that is going on across the country year-round to provide spaces where players from LGBTQ+ communities can be their authentic selves. The work taking place around inclusion and LGBTQ+ allyship is important to share and is crucial to our vision of Tennis Opened Up."

- ENDS -

For LTA media enquiries please contact:
Media@lta.org.uk

ABOUT THE LTA:

The LTA is the National Governing Body of tennis for Great Britain. We are here to govern and grow tennis, from grassroots participation through to the professional game. Our vision is “Tennis Opened Up” and we’re on a mission to grow tennis by making it relevant, accessible, welcoming and enjoyable. We work with schools, with volunteers, with coaches and with venues across the whole country. We also represent the interests of over 1,000,000 Members, men and women, girls and boys, playing on more than 23,000 courts. The LTA runs and supports a network of 11,500 approved tournaments for players of all ages, the four corner-stones of which are the premier grass-court events leading up to The Championships, Wimbledon: the Rothesay Open Nottingham, the Rothesay Classic Birmingham, the cinch Championships (at The Queen’s Club, London) and the Rothesay International Eastbourne. For further information about the LTA and tennis in Britain, visit www.lta.org.uk or follow us on Twitter @the_LTA.

ABOUT PRIDE IN TENNIS

Conceived in 2021 by Ian Pearson-Brown, who led a group of volunteers with a shared passion in equality in the sport, Pride in Tennis was officially launched in February 2022 in partnership with the LTA. The vision of Pride in Tennis is to make tennis in the United Kingdom an environment which is safe and inclusive for all LGBTQ+ players, coaches, volunteers, officials and fans to be their authentic selves with confidence and without prejudice. Pride in Tennis have been working to provide training to clubs and venues across the country to help them become safe spaces for LGBTQ+ players, who will now be hosting Pride tennis events across the country to attract and engage with LGBTQ+ communities.