



FOR IMMEDIATE RELEASE

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**Sarasota Open Tournament Action Set for April 13 – 21, 2013
at the Tennis Gardens at Longboat Key Club;
Events Include Pro-Am Tournament with Nick Bollettieri and Friends and
Kick-Off Party at The HUB**

*Wild Card Tournament, Nick Bollettieri Day, Kids Day and Exhibition,
and Special Celebrity, Sponsor and Charity Days to be Featured*

[Longboat Key, FL – February 22, 2013] The Sarasota Open is once again setting the stage for an amazing month of tennis action and a line-up of events that will appeal to tennis enthusiasts and sports fans alike. The Sarasota Open has grown in stature over the past 6 years and now boasts a \$100,000 prize purse for its ATP/USTA Men's Invitational Tournament. A 16 person field of WTA/USTA players will battle it out for the top spot in the newly named Nick Bollettieri Sarasota Women's Open, played concurrently with the Men's Invitational.

For tournament information and to purchase tickets, visit www.SarasotaOpen.org. For room reservations at the Resort at Longboat Key Club, call (800) 237-8821 or contact us at reservations@longboatkeyclub.com.

An exciting line-up of pre-tournament events and a week-long calendar of on-site events ensure an action-packed week for attendees.

This year's Kick-Off Party and Casino Night will be hosted at The HUB on March 30th, from 6 – 10 pm. This event kicks off all the action of the upcoming tournament and is a top fundraiser for the event's charities, *Taking Back Lives/Ripple Africa* and the *Panda Foundation*. Enjoy entertainment, open bar, prizes and table game action during "casino night" where a grand prize of a U.S. Open Travel Package will go to the top winner. Cost for admission is \$75 per person. Contact www.SarasotaOpen.org for tickets.

The Wild Card Tournament, hosted at the Bath and Racquet Club, will take place from April 5 – 7th. Entry fee is \$100 and the entry deadline is April 1, 2012. To register please download an entry form at www.SarasotaOpen.org, or call (941) 809-8996. There is no charge for spectators attending this event. The winner of the tournament receives a coveted Wild Card entry into the prestigious Sarasota Open at the award winning Tennis Gardens, April 13 – 21, 2013.

The Pro-Am tournament on April 14th will feature 16 lucky players competing against 8 of the top players from the Sarasota Open and 8 of Nick Bollettieri's top stars. The field is limited to 16 players only – at cost of \$1,000 each. This is your chance to play with some of the top seeded players on the circuit and some of the top names in the game today. As one of the hottest tickets in town, this opportunity will go fast. Contact www.SarasotaOpen.org to reserve your spot today.

Sarasota Open Event Schedule

(All events noted below take place at the Tennis Gardens unless otherwise noted)

- April 13 – 14, 2013 Men's Qualifying Tournaments
- April 14, 2013 Pro-Am Tournament featuring Nick Bollettieri and Friends
- April 15, 2013 Main Draw Tournament Action Begins
Ladies' Tournament Action Begins
- April 16, 2013 Sarasota Open Celebrity Day
- April 17, 2013 Sarasota Open Sponsor Appreciation Day
- April 18, 2013 Sarasota Open Charity Recognition Day
- April 19, 2013 Nick Bollettieri Day – Nick Bollettieri - Master of Ceremonies
- April 20, 2013 Kids Day and Exhibition with Nick Bollettieri and Friends -10 am
Men's Semi-Finals - 12 noon
Ladies' Finals (not before 6:30 pm)
- April 21, 2013 Men's Finals, Doubles (tournament play begins at 12 noon)
Men's Finals, Singles
Volunteer Recognition Day
Trophy Presentation

"The Resort at Longboat Key Club is pleased to once again host the Sarasota Open. As the most prestigious tennis tournament on the West Coast of Florida it is only fitting that it is held at our award winning Tennis Gardens. Year over year the Sarasota Open has attracted some of the top national and international players from the tennis world and we are looking forward to another exceptional roster of players this year," said Jeff Mayers, General Manager of The Resort at Longboat Key Club. "This tournament continues to attract more and more tennis fans and local spectators each year and is a great opportunity for us to showcase Longboat Key to prospective home-buyers and future vacationers. It is a great asset for our community. We look forward to a very exciting tournament this year."

"This year presents a new milestone for the Sarasota Open, with the addition of many new sponsors and activities leading up to Tournament Week," said Tony Driscoll, Co-Tournament Director. "The continued support of the Resort at Longboat Key Club has allowed us to elevate the stature and reach of the Tournament which has earned us the opportunity to attract the top-tier talent you will see in this year's line-up."

Want to be part of all the Sarasota Open action? Volunteers and ball persons are still needed to assist in the Tournament. This is your chance to get close to all the action and be part of this great event. Training classes for volunteers will be held in March. If you are interested in signing up please call (941) 809-8996, or send an email to Tony@SarasotaOpen.org.

Tickets are now on sale for all Sarasota Open 2013 events and Tournament play and can be purchased at www.SarasotaOpen.org, or by calling (941) 809-8996. Tickets can also be purchased at the Tennis Gardens starting March 15th.

Sponsorship opportunities are still available for the 2013 season. This year's VIP Corporate Row will include food & catering, offer exclusive access to the celebrity players and opportunities to participate in prize-giveaways. Please contact Scott Staff at sstaff@sbsglobal.org, (513) 448-6288, for more information.

About the Sarasota Open

The Sarasota Open is the largest USTA sanctioned tennis event in the Sarasota area attracting over 30,000 patrons annually. Now in its 6th year, the tournament has evolved into the most prestigious clay court event prior to the French Open. Previous winners include Sam Querry, James Blake and Kei Nishikori. The week long events include qualifying rounds for both men's and ladies' tournaments, finals rounds and the final championship tournament on center court accompanied by sponsored hospitality offerings. Tickets to the Sarasota Open are available at www.SarasotaOpen.org and range from \$10 for Qualifying Round general admission tickets to \$100 Finals Round Box Seats. Finals will be held on April 21, 2013.

About The Resort at Longboat Key Club

The Resort at Longboat Key Club is Sarasota's premier AAA Four-Diamond beachfront resort and private club renowned for its distinctive guest service and unparalleled amenities. Easily accessible from two international airports, the resort's on-site amenities include: championship golf; the award winning Tennis Gardens; Fitness Center; Island House Spa; six distinctive restaurants; a 291 slip deep-water marina; and a pristine white sand beach. Located at 220 Sands Pointe Road, Longboat Key, Florida, reservations can be made by calling (800) 237-8821 or by contacting us online at www.LongboatKeyClub.com.

About the Tennis Gardens at Longboat Key Club

Home of the Sarasota Open, the 4.5 million dollar facility was named the #1 Tennis Resort on the Gulf Coast of Florida by *Tennis Magazine*, a Gold Medal Tennis Resort Worldwide by Tennis Resorts Online and is the recipient of the 2009 USTA Outstanding Facility Award. Featuring 20 Har-Tru courts, professional instruction, a tennis concierge, clubhouse pro-shop, locker rooms, meeting room and equipped for nighttime play, the facility also offers excellent, casual dining at Court 21 Café and Lounge overlooking the tournament court action. Director of Tennis is John Woods. For more information please call (941) 383-8821.

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