



**FOR IMMEDIATE RELEASE**

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**Beach Tennis To Be Showcased At Family Circle Cup**

*Emerging Hybrid Sport Embraced By Charleston Tennis Players And Fans*

New York, NY (March 8, 2007) – Beach Tennis USA today announced that its Charleston, South Carolina licensee, Carolina Beach Tennis, will hold a series of beach tennis exhibitions at The Family Circle Cup in April. Carolina Beach Tennis Founders, Phil Whitesell and Chris Henderson, will be on hand at The Family Circle Tennis Center, Thursday, March 8, 1:00 p.m.-3:00 p.m. for an exclusive beach tennis demonstration.

Instructional clinics as well as professional demonstrations of beach tennis playing techniques will take place April 10-13, on-site at the Family Circle Cup, which will be held in Charleston. Carolina Beach Tennis events will run from 11:00 a.m. to 2:00 p.m. and from 5:00 p.m. to 7:00p.m. The sand court will be located at the Family Circle Tennis Center, 161 Seven Farms Dr., Daniel Island, Charleston. There is no charge to play, and racquets and balls are provided courtesy of Head and Penn, official equipment suppliers of Beach Tennis USA.

Beach tennis, which was launched in the U.S. as a pro and recreational sport in 2005 by New York real estate developer Marc Altheim, is a true hybrid sport that combines tennis and beach volleyball into one exciting and fast-paced game. Played on a regulation beach volleyball court, two players on each team use standard tennis rackets to hit a depressurized tennis ball back and forth over the net without letting it bounce.

Carolina Beach Tennis is owned and operated by Chris Henderson and Phil Whitesell, Charleston residents and the reigning two-time national beach tennis champions. As pioneers of the new professional sport, Henderson and

Whitesell, both former tennis pros, have been instrumental in broadening the popularity of beach tennis throughout the Carolinas.

“Beach tennis appeals both to the seasoned tennis player and the beginner, so it can be very competitive or just a lot of fun,” said Whitesell, who is the head coach of the men’s tennis team for the College of Charleston. “It’s really exciting for us to be involved with the rapid growth of the sport.”

In late June, Carolina Beach Tennis will hold a professional beach tennis tournament at the Family Circle Tennis Center, featuring local beach tennis pros as well as top-tier players from the 2007 Beach Tennis USA National Tour. For more information, or to register to compete in the June event, call (888) 202-1945.

### **About Beach Tennis USA**

Based in New York City, Beach Tennis USA is committed to introducing Americans of all ages to the competitive excitement and recreational benefits of beach tennis. Company founders Marc Altheim and Fredric Finkelstein also established a governing body, the National Beach Tennis Association, in anticipation of the sport being played competitively throughout the U.S. To learn more, call (917) 305-0975 or visit [www.beachtennisusa.net](http://www.beachtennisusa.net).

### **About Family Circle Tennis Center**

The Family Circle Tennis Center, home of the Family Circle Cup, is a public facility owned by the City of Charleston and operated by *Family Circle* Magazine that hosts a variety of events including concerts, festivals, tennis events and other special activities throughout the year. With over 21 million readers, *Family Circle* is one of the most widely read monthly magazines in America. For more information on the Family Circle Tennis Center please call (843) 849-5300 or visit [www.familycirclecup.com](http://www.familycirclecup.com).

*Note to Press: Chris Henderson and Phil Whitesell, founders of Carolina Beach Tennis, will be on hand at The Family Circle Tennis Center, Thursday, March 8, 1:00 p.m.-3:00 p.m. for an exclusive beach tennis demonstration. To schedule an interview, please contact John Rarrick at (212) 671-1082 or [JR@bullseyepublicrelations.com](mailto:JR@bullseyepublicrelations.com).*

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