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FOR IMMEDIATE RELEASE

Windward Lake Club to Host US Open National Playoffs USTA Southern Sectional Qualifying Tournament

ALPHARETTA, GA – February 1, 2011 – The USTA Southern Section has announced that Windward Lake Club in Alpharetta, GA will host the US Open National Playoffs USTA Southern Section Qualifying Tournament July 1 – 6. The US Open National Playoffs expand the footprint of the US Open by providing the opportunity for all players 14 years of age and older, regardless of playing level, to earn a chance to compete in the US Open.

USTA Southern Executive Director John Callen said, “We are very pleased to have one of the top clubs in our section host this important pathway to the US Open. Windward Lake Club has successfully put on some of the best national tournaments in the country.”

The US Open National Playoffs will again operate as a series of sectional qualifying tournaments, held in 16 USTA Sections throughout the country, including Alpharetta. The 16 men’s singles, women’s singles and mixed doubles champions from each sectional will advance to the US Open National Playoffs. From there, the men’s and women’s singles champions earn a wild card into the US Open Qualifying Tournament, held one week prior to the US Open. The mixed doubles champions receive a main draw wild card into the 2011 US Open.

“We again expect the top junior players, collegians, teaching professionals, ‘weekend warriors’ and other recreational players to come out in large numbers to compete this year,” said Jim Curley, Chief Professional Tournaments Officer & US Open Tournament Director.

To make it easier for those traveling to the area, the Alpharetta Convention and Visitors Bureau will assist players, family members, coaches and spectators with hotel accommodations, and provide customized itineraries, information about area attractions, family friendly dining options and welcome bags for those staying in one of Alpharetta’s 23 hotels. “July is a perfect time to visit Alpharetta,” says Janet Rodgers, Alpharetta CVB President and CEO. “From Verizon Wireless Amphitheatre concerts to the 4th of July Fireworks and Festivities, we offer great entertainment options for all ages and plenty of shopping and dining for all tastes. We look forward to welcoming our USTA guests this summer and showing them some warm, southern hospitality.”

For more information about Alpharetta, or to book your hotel accommodations, please visit www.awesomealpharetta.com or call 678-297-0102.