

### **Record turnout in Fundación Jesús Serra's 6th edition of the Xpress Tennis Cup and 2nd edition of the Xpress Padel Cup**

**The championship, with its innovative format, has become consolidated as one of the most important dates on the national grassroots tennis and padel calendar after reaching 1,515 participants.**

Fundación Jesús Serra, of Grupo Catalana Occidente, and the Wilson brand have once again concluded a highly successful 6th edition of the Xpress Tennis Cup and 2nd edition of the Xpress Padel Cup. The sports project is aimed at promoting tennis and padel among 5-14-year-olds and has seen the participation of young tennis and padel enthusiasts increase year after year.

From March to June, in 7 provincial stages and 3 grand finals, more than 1,515 players from Valencia, Catalonia and the Community of Madrid represented their tennis or padel clubs in this tournament, which is noted for its innovative format of short twenty-minute matches. This year, the borders have been extended, and clubs from Castilla y León and Murcia have participated.

Through this competition, Grupo Catalana Occidente's foundation and Wilson seek to promote tennis and padel by giving priority to sporting values and fun over rivalry. The championship has an innovative and dynamic format consisting of twenty-minute matches with constant player changes and with coaches and players refereeing the opposing team. This way, values such as comradeship, teamwork (in spite of it being an individual sport) and fair play are fostered.

For years, the tennis and padel competitions have enjoyed the collaboration of the Wilson brand, which has provided sports equipment to all the tournament participants and winners from the over 70 clubs that have participated in the various stages and that have shared their passion and taken in the values associated with sport while boasting material from this sports brand.

The fun aspect is one of the differential values of the Xpress tournaments. Each of the venues boasts a festive atmosphere across the village with tents organised by the sponsors and activities for all ages, including a lounge, a photocall, interviews with the youngest competitors, a live DJ and a speaker.

The Managing Director of Fundación Jesús Serra, Ignacio Gallardo-Bravo, celebrated the favourable reception of these tournaments, which have restored certain normality after two years suffering health restrictions. He reminded us that "this competition is unique in Spain and perfectly reflects our mission of promoting grassroots sports as a way of teaching values very much needed in our society, such as teamwork and empathy towards rivals and colleagues".

"Once again, the Xpress Tennis Cup and Xpress Padel Cup stand as key tournaments in Wilson's strategy to promote tennis and padel among children in Spain. The values fostered by the tournament and Fundación Jesús Serra take this collaboration beyond tennis and padel. It is in itself an opportunity to promote sport, fun and human development in children", explains Gabriel Bossy - Sports Marketing Wilson Spain & Portugal.

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#### **About Fundación Jesús Serra**

Fundación Jesús Serra is a non-profit organisation created in memory of Jesús Serra Santamans, a well-known businessman and sponsor and founder of Grupo Catalana Occidente. The foundation develops and supports projects in the areas of research, education, business, social action, sports, and promotion of the arts, with a common goal: a responsible commitment to society.