

## **Record turnout in the Fundación Jesús Serra's 3rd edition of the Xpress Tennis Cup**

**The championship, with its innovative format, has become consolidated as one of the most important dates on the national grassroots tennis calendar after reaching 1,500 participants.**

The Catalana Occidente Group's Jesús Serra Foundation and the Wilson Sporting Goods firm, in another highly successful year, have finalised the third edition of Xpress Tennis Cup. This sports project is aimed at promoting tennis among 5- to 12-year-olds and has seen participation by young tennis players increase year after year.

From March to June, more than 1,500 players from Valencia, Catalonia and the Community of Madrid represented their tennis clubs in this tournament, which is characterised by its innovative format of short twenty-minute matches.

A total of 270 teams from these three autonomous communities shared their passion for tennis while assimilating the values associated with the sport, such as teamwork, effort and perseverance. After the provincial phases held in each of the autonomous communities, a grand final was held in each of them. As prizes, the finalists and the winners of the provincial phases and the grand final of each autonomous community were presented with Wilson sports equipment with a total value of €25,000.

The fun aspect is one of the differential values of Xpress Tennis Cup. At each of the venues, the participants were able to enjoy a 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. Not only that, but in all the venues that the competition calendar allowed, they were able to enjoy an exhibition of wheelchair tennis by Quico Tur, one of the best players in the country.

The vice-chairman of the Jesús Serra Foundation, Laura Halpern, welcomed this third edition of the Xpress Tennis Cup, which was held for the first time in the Community of Madrid and the Valencian Community. She recalled that "this competition ended its first edition with 550 participants and this year we almost doubled that number to 1,500 players, undoubtedly reflecting the consolidation of this championship as an important event in grassroots tennis".

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### **About the Jesús Serra Foundation**

The Jesús Serra Foundation is a private non-profit organisation established in memory of Jesús Serra Santamans, a renowned businessman and benefactor and founder of the Catalana Occidente Group. It aims to support and develop initiatives of a cultural, business, teaching, musical, sporting, research and social action nature.