



USTA GEORGIA

District Newsletter

SEPTEMBER 2025

In this edition, we're shining a light on **Red Ball** programs across Georgia! Designed for beginners and those returning to the sport, this program offers a fun, engaging and low-pressure environment to learn and improve your tennis skills. Look for the red ball to see how your fellow CTA's have incorporated this new program! 

DISTRICT 1



CONSIGNMENT SALE

OCTOBER 3, 2025
4:00 PM - 8:30 PM
Rome Tennis Center at Berry College

 **Support a Good Cause**
A portion of the proceeds go to Atrium Health's Mammography Fund

 **Find Some Great Deals**
On gently used tennis apparel while also shopping sustainably

 **Sell Your Clothes**
Register by September 19
Email president@coosavalleytennis.com

Coosa Valley Tennis Association

This year, CVTA added a new twist to the Breast Cancer Awareness Tournament with a Consignment Sale! Players and supporters sold their gently used tennis clothes and gear. It was a fun way to recycle tennis treasures, earn a little extra cash before the holidays, and support a great cause!

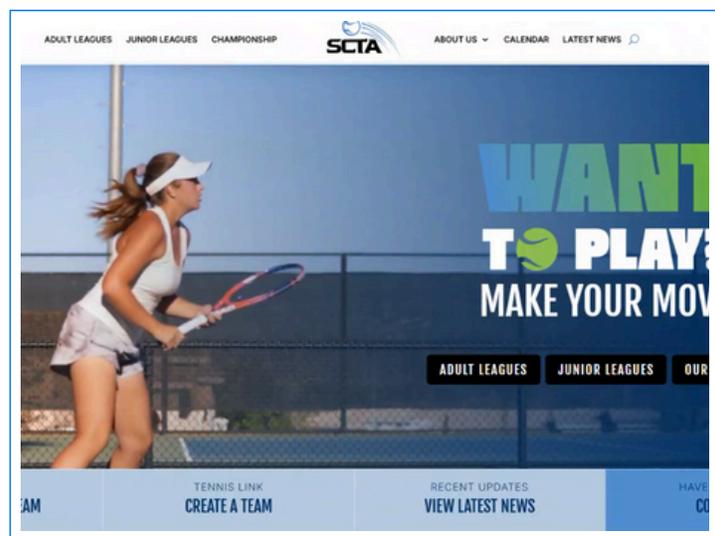
DISTRICT 2

Clark Oconee Tennis Association

This fall, COTA made it easy to share the game we all love. With our BOGO (Bring One, Get One!) initiative. League players who invited a friend-new to COTA league play-had their fall league fee reimbursed once their friend signed up. It was the perfect way to welcome fresh faces, grow our tennis community, and enjoy another great season—on COTA!



DISTRICT 3



Southern Crescent Tennis Association

SCTA's new marketing efforts are paying off! Summer Women's Saturday Leagues grew from 2 to 5 teams—a **15% increase in registrations**. Next up - a social mixed doubles event on Sept. 19 and the launch of a new 3.0 mixed doubles league this fall.

USTA Atlanta

This summer, USTA Atlanta launched its first Red Ball Tennis League for adults, modeled after the popular StillFire Brewing League. To build momentum, five Kickoff Events brought in over 150 participants with instruction, light play, and community fun—leading directly to new league sign-ups.



Atlanta Youth Tennis & Education Foundation

Chase Return the Serve Event

In collaboration with the USTA Foundation and Chase Bank, AYTEF hosted a pre-US Open community event that brought together 100+ youth for a day of fun. The event featured on-court play, an education station, food vendors, and free tennis for all.

Red Ball Event

AYTEF's Red Ball Play Day welcomed young adult beginners and local community members for a day of learning, fun, and community building through tennis.



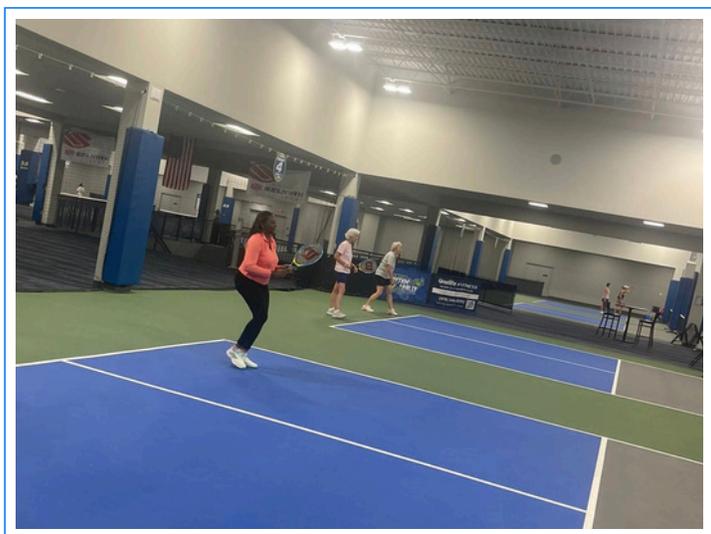
DISTRICT 4

Columbus Regional Tennis Association

CORTA tapped into nostalgia this summer with a 1990s Tennis Social, blending tennis, food, music, and fun into one themed experience. By leaning into a retro vibe, the event showcased how creative marketing can spark excitement, attract new faces, and keep longtime players engaged. With tennis, 90s jams, and plenty of social connection, CORTA proved that pairing the sport with a memorable theme is a winning formula.



DISTRICT 5



Macon Area Tennis Association

On July 17, Rhythm and Rally showcased **Red Ball Tennis** as a fun, beginner-friendly way to get started in the sport. By highlighting this accessible format, the event opened the door for new players to experience tennis in a welcoming, social environment—an example of how creative programming helps grow the game.

DISTRICT 6



Central Savannah River Area Tennis Association

On Saturday, August 2, Augusta hosted an **all-day tennis tournament** benefiting the Augusta Rescue Mission. From 8 AM to 8 PM, players had fierce competition, great energy, and a full day of tennis action. Sponsored by CSRATA, the event featured player swag bags plus breakfast and lunch provided by Farm Bureau Insurance.

DISTRICT 7



Tennis Valdosta

The **18th Annual Wimbledon in Valdosta Tennis Tournament** served up another exciting weekend of competition at the Harry B. Anderson Tennis Center, July 12–13. With youth divisions from 10U–18U and adult divisions across all levels, players enjoyed spirited singles, doubles, and mixed matches. From great tennis to community connections, the event once again highlighted Valdosta's passion for the game!

Mitchell County Community Tennis Association

In June, July, and August, Mitchell County hosted **Fast 4 Tennis** Thursdays, along with Match Play Days for middle and high school players. On August 25, they welcomed educators to the courts with a **Teachers Who Tennis** event (pictured right), and this month they are hosting **Red Ball Tennis** on Thursday nights throughout September.



DISTRICT 8

SATA PLAYER'S PARTY

Serves & Smiles!



 **FRIDAY, AUGUST 22, 2025**

 **6:00 PM - 9:00 PM**

 **BACON PARK TENNIS FACILITY**

SATA
SAVANNAH AREA TENNIS ASSOCIATION

COST:
FREE for SATA Players
\$10 for Guests

Round Robin Tennis – fun matchups for every level
Low Country Boil & Cold Drinks Savannah-style!
Season Celebration good company, great vibes

Come for the tennis, stay for the party! Celebrate the season with great food, cold drinks, and plenty of laughs – on and off the court.

SAVANNAH AREA TENNIS ASSOCIATION

Savannah Area Tennis Association

The Savannah Area Tennis Association planned to celebrate the season with its annual Player's Party on Friday, August 22, 2025, at the Bacon Park Tennis Facility. Although the weather had other plans, the evening was to feature round robin tennis for all levels, plus a Low Country Boil, cold drinks, and plenty of laughs. Free for SATA players and just \$10 for guests, it was the perfect way to wrap up the season—combining great food, fun matchups, and the best of Savannah's tennis community.

There's a Grant for that!



USTA GEORGIA GRANT OPPORTUNITIES

Facility Assistance Grant

Financial facility assistance for basic facility improvements, including fixed tennis court amenities and maintenance items. Funding is up to 50% of the total project cost.

Marketing Match Grant

Available to USTA Georgia approved CTAs for Marketing purposes

New Program Grant

Available to USTA Georgia approved CTAs for new programs such as USTA League Tennis, Junior Team Tennis, Corporate, Tri-Level, Tennis On Campus, and other USTA programs.

Marketing Promo Grant

Available to USTA Georgia approved CTAs for Marketing purposes

Special Projects Grant

Available to USTA Georgia approved CTAs for new, and expansion of existing, projects that promote USTA membership and participation.



GEORGIA TENNIS FOUNDATION

GRANT OPPORTUNITIES

Cannon Carr Tournament Entry Fee Assistance

The Georgia Tennis Foundation is proud to offer financial assistance to Junior Tournament players in Georgia to help cover entry fees.

John Callen Summer Serve Scholarship

This grant is designed to help families provide their children with an enriching and active summer tennis experience.

Afterschool Program Grant

This grant aims to broaden access to tennis programming by offering support for initiatives conducted either at the school or a local parks and recreation facility.

Elaine Hamilton Junior Recreation Scholarship

This grant is designed to help families provide their children with an enriching and active summer tennis experience.

High School Tennis Team Grant

This grant provides up to \$250 in financial assistance to help cover costs such as equipment, uniforms, marketing, and other program-related expenses.

