



11 January 2016

MEDIA RELEASE

Young Aussie tennis stars on show at Royal South Yarra

The Australian Made Foundation Cup kicked off today at Royal South Yarra Lawn Tennis Club, showcasing the next generation of Australian tennis stars. Over the next week, children from as far as Albany, Alice Springs, Burnie and Mildura will represent their states in the only interstate tournament that gives young children from rural and regional Australia the opportunity to compete nationally.

The event forms part of the Australian Made Summer of Tennis, a joint initiative of the Australian Made Campaign and the Fed Cup Foundation, with the best and fairest male and female players each awarded with a \$1,000 cheque to assist with their tennis development.

The Australian Made Summer of Tennis campaign celebrates home-grown athletes and local industry, highlighting the importance of supporting both to ensure a better future for all Australians. Australia's Fed Cup Captain and tennis champion, Alicia Molik, is the initiative's brand ambassador.

"The Australian Made Foundation Cup reminds us all about the importance of nurturing local talent – whether that be the next generation of athletes, farmers or manufacturers," Australian Made Campaign Chief Executive, Ian Harrison, said. "We are proud to support rural and regional Australia through this tournament."

"Cost and travel constraints often prevent rural and regional players from participating in high level tennis, but the Australian Made Foundation Cup gives country children the same opportunities as their city counterparts," Fed Cup Foundation President, Judy Dalton said.

Some of Australia's greatest tennis players, such as Rod Laver, Margaret Court and Pat Rafter originated from country areas. In recent years, elite players such as Australian Open and Wimbledon Junior Champion Luke Saville and Australian Fed Cup player Jessica Moore have participated in the event.

The Australian Made Foundation Cup will be held at the Royal South Yarra Lawn Tennis Club in Victoria from 11-15 January 2016, with the winners presented their awards on-court at the Kooyong Classic.

To find out more visit www.australianmade.com.au.

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NOTE TO MEDIA

IMAGE: Australian Made Summer of Tennis Ambassador Alicia Molik chats to up-and-coming tennis stars



The Australian Made Campaign



Australian Made Campaign Chief Executive, Ian Harrison, and Fed Cup Foundation President, Judy Dalton, are available for interview and vision opportunities. Please contact us if you would like to schedule a time.

MEDIA CONTACT

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ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2400 businesses are registered to use the AMAG logo, which can be found on more than 15,000 products sold here and around the world.

www.australianmade.com.au

ABOUT THE FED CUP FOUNDATION



The Australian Made Campaign

The Australian Fed Cup Foundation is a not-for-profit organisation that works to promote women's tennis and, in particular, the Australian Fed Cup team and the Fed Cup competition as a whole. The Fed Cup Foundation hosts a number of events throughout the year, including the Foundation Cup. Other highlights include the Breakfast with the Stars events in Sydney and Melbourne during the Apia Sydney International and the Australian Open.

www.tennis.com.au/tournaments/fed-cup/fed-cup-foundation