

# PRESS RELEASE

TUESDAY 27<sup>th</sup> JUNE



## THE STRASBOURG INTERNATIONALS BECOME A WTA 500 TOURNAMENT, FROM 2024!

This Tuesday, June 27<sup>th</sup>, the WTA (Women's Tennis Association) announced a new strategic direction and circuit structure, upgrading the WTA Strasbourg's tournament to a WTA 500 tournament.

Established in 1973, the WTA is initiating a **calendar reform** this year, aimed at fostering sustainable, **long-term growth for women's tennis**. This undertaking serves to provide fans, sponsors, and broadcasters with a compelling narrative that embodies the organization's core values : **equality, education, leadership, health, and well-being**. It includes an unequivocal commitment to equal prize money at all WTA 1000 and 500 events.

The WTA Strasbourg's tournament, **in parallel with the WTA 250 tournament in Lyon**, has successfully applied for a WTA 500 license, set to come into effect from 2024.

With this upgrade, the WTA 500 Strasbourg's tournament will be **the 3<sup>rd</sup> tournament in France** after Roland-Garros (Grand Slam) and the Rolex Paris-Masters (ATP 1000).

Strasbourg's successful bid was attributed to its **multitude of strengths**. Rooted in Alsatian territory **since 1987**, the tournament has become a reference point across various facets.

Annually ranked amongst the top tournaments in its category and reputed as **the ideal preparation for Roland-Garros**, the WTA Strasbourg's tournament steadfastly **promotes and respects significant societal values**. For over a decade, the tournament has championed **sustainable development**, earning global recognition as the **«Green Tennis Event»**. More than just a sports competition, the WTA Strasbourg's tournament serves as a convergence point for the **sporting and economic sectors**.

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WOMAN  THE WINNER



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The Strasbourg WTA tournament springs to life on a spacious **6-hectare site featuring 26 tennis courts**, conveniently located near the city center and right next to the **European Parliament and the European Court of Human Rights** : symbolic representations of unity, freedom, democracy, and equality.

The transition to a WTA 500 event offers an opportunity to reimagine the venue, enabling it **to evolve and adapt to new climatic challenges**, all in the spirit of **creating a lasting and beneficial legacy**.

The Strasbourg WTA tournament continues to enjoy **unwavering support from its institutional and major partners**, whose endorsement and assistance is instrumental in the tournament's upgrade. This enables Strasbourg to proudly host **this prestigious event from 2024** onward.

As a historic event, deeply committed to **women's rights, eco-responsibility, and local community engagement**, the tournament anticipates that this expansion will intensify its commitment even further. This change enables Strasbourg to host one of the most significant women's tennis events globally, promising a more competitive sports field, augmented audiences, and increased media exposure.

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