

Beach Sports just became a whole lot Bigger

For immediate release

Inland dwellers no longer have to wait for their annual vacation to take part in a beach sport. As more and more locations across the country open courts made from metallurgically processed sand, sports enthusiasts are kicking off their shoes and toning their bodies playing sports like beach volleyball.

Beach tennis is the newest addition to the sandy circuit and was officially launched in Gauteng on 13 March 2018 by Tennis South Africa (TSA). Richard Glover, CEO of TSA sees this sport as an extension or alternative to conventional tennis that overcomes the barriers to entry of tennis as we know it due to the high costs to install and maintain tennis courts, not to mention the space requirements. "Now beach tennis can be played in any location that can accommodate a pile of sand," he said at the launch.

For the past year, TSA has been promoting beach tennis across the country and there has been sufficient uptake to begin introducing competitive events, the first of which to earn points towards international ranking will be the Arnold Classic Africa in May 2018.

Glover continues, "Beach Tennis is an approved International Tennis Federation (ITF) discipline and South Africa is one of 47 countries around the world where the sport is now being promoted and played. TSA believe that Beach Tennis is the 'fun tennis' of the future, as it is a game that can be played regardless of age and playing ability."

Both beach tennis and beach volleyball are expected to draw a crowd at the Arnold Classic Africa from 18 to 20 May 2018, offering attendees the opportunity to try it out and learn about the availability of courts and clubs around the country.

About the Arnold Sports Festival

Named for its co-promoter, legendary bodybuilder and film star Arnold Schwarzenegger, the Arnold Sports Festival USA was founded in Columbus, Ohio, in 1989. The festival has expanded into the world's largest multi-sport fitness weekend since its debut as the Arnold Classic, a one-day professional men's bodybuilding competition. Now celebrated on six continents, the event showcases an increasing number of physical and mental sports, making it accessible and relevant to audiences within and outside of the bodybuilding arena.

About the Arnold Classic Africa

Three years ago, four South African bodybuilding and sports enthusiasts collaborated to make the Arnold Sports Festival a reality on the African continent under the broad theme '*My Sport, My Passion*'. In partnership with the Gauteng Provincial Government and the SA Sports Confederation and Olympic Committee (SASCOC), Arnold Classic Africa affords athletes the opportunity to compete in an international competition, against participants from all continents, in Africa. Like its global counterparts, the African rendition embraces numerous sporting codes and promotes these through demonstrations, contests, record attempts and sports celebrities over three days each May.

About Tennis South Africa

Tennis SA manages, promotes, controls and regulates the interest of tennis players and the game of tennis within the Republic. Tennis South Africa has a vision to see someone playing tennis somewhere, everyday. Among their goals is to proactively raise the awareness of the sport in South Africa, promoting transparency, accountability and sportsmanship. TSA has confirmed Vodacom as the official video streaming partner of beach tennis. The new partnership will see Vodacom broadcast selected beach tennis events on View +, a service on Vodacom Live.

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