

## News Release

Monday, June 30, 2014

# **BILLIE JEAN KING NAMED OFFICIAL AMBASSADOR OF WTA FINALS IN SINGAPORE**

- *WTA Founder to attend season finale and help promote the growth of women's tennis in Asia-Pacific*
- *Singles winner in Singapore to be presented with coveted Billie Jean King Trophy by the legend herself*

ST. PETERSBURG, FL - The Women's Tennis Association (WTA) announced today that Billie Jean King has been named as an Official Ambassador of the WTA Finals in Singapore. One of the most respected and influential figures of the modern era, King has long been a champion of social change and equality, empowering women and young girls worldwide. As Official Ambassador of the WTA Finals, she will encourage physical and emotional health for young girls and women throughout the Asia-Pacific region through community youth programs, educational forums and various promotional activities in Singapore. Having joined fellow greats Chris Evert and Martina Navratilova as a formal advocate of the WTA's season finale, King will also be on hand to present the 2014 BNP Paribas WTA Finals Singapore Presented by SC Global singles champion with the Billie Jean King Trophy.

"The vision of every member of the Original 9 women professionals was that any girl, wherever she was born, could grow up to make a living from tennis if she was good enough," said Billie Jean King. "Holding the WTA Finals in Asia-Pacific for the first time is fantastic proof that our dream is thriving. More than 40 years since the founding of the WTA and the first staging of the WTA Finals, I am thrilled to join Chris and Martina in helping take our showcase event to new heights. We know the fans in Singapore will be inspired by the skill and athleticism of the very best in women's tennis."

"This is a historic Finals for the WTA that will drive the growth of women's tennis for the next decade and to have our Founder, Billie Jean King, in Singapore to present the coveted Billie Jean King Trophy to the singles winner will be a historic, memorable and exciting moment for the players and fans in Asia-Pacific," said Stacey Allaster, WTA Chairman & CEO.

During her storied career King rose to No.1 in the world in both singles and doubles and won 39 Grand Slam singles, doubles and mixed doubles crowns, including a record 20 titles at Wimbledon. Twice victorious in doubles at the season finale, the WTA Finals perpetual trophy is named in her honor. Before founding the WTA in 1973, King was one of nine players who broke away from the tennis establishment in 1970 and accepted \$1 contracts from tennis promoter Gladys Heldman, a daring move that is considered the birth of women's professional tennis. King's defeat of Bobby Riggs in the Battle of the Sexes in 1973 is still remembered for its affect on society and contribution to the women's movement, while in 1974, she created the Women's Sports



Foundation and co-founded Mylan World Team Tennis. Among countless other achievements and accolades, in 2009 King was awarded the Presidential Medal of Freedom, the highest civilian honor of the United States, by President Barack Obama.

The WTA Finals was the most-watched WTA event of 2013, setting record broadcast and digital audience milestones with coverage in 170 countries via 50 broadcasters and 1,000 overall hours produced, which includes live matches, match replays, and player highlights. The 2013 WTA Finals set new records for fan engagement earning 15 million more fans across social media during the three years in Istanbul, with more than 150 million reached via #WTAFinals.

With the slogan "On Top of The World", Singapore will become the ninth different city to host the WTA Finals following Boca Raton (1972-1973), Los Angeles (1974-1976, 2002-2005), Oakland (1978), New York City (1977, 1979-2000), Munich (2001), Madrid (2006-2007), Doha (2008-2010) and Istanbul (2011-2013).

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#### About WTA:

The WTA is the global leader in women's professional sport with more than 2,500 players representing 92 nations competing for a record \$118 million in prize money at the WTA's 54 events and four Grand Slams in 33 countries. Close to 5.4 million people attended women's tennis events in 2013 with millions more watching on television and digital channels around the world. The 2014 WTA competitive season concludes with the BNP Paribas WTA Finals Singapore presented by SC Global October 17-26, 2014 and the Garanti Koza Tournament of Champions in Sofia, Bulgaria, October 28-November 2, 2014. Further information on the WTA can be found at [www.wtatennis.com](http://www.wtatennis.com); [facebook.com/WTA](https://facebook.com/WTA) and [twitter.com/WTA](https://twitter.com/WTA).

#### About World Sport Group:

World Sport Group (WSG) is Asia's largest sports marketing, media and event management company. The Group is involved in delivering almost 600 sporting events annually and more than 5,000 hours of sport programming across more than 30 countries in the region. WSG is the exclusive marketing, media and event partner to the region's leading sporting bodies, major events, sporting venues, athletes, sponsors and broadcasters.

WSG's parent company, Lagardère, is a world-class diversified media group (Book and e-Publishing; Travel Retail and Distribution; Press, Audiovisual, Digital and Advertising Sales Brokerage; Sports and Entertainment). Lagardère shares are listed on Euronext Paris.

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