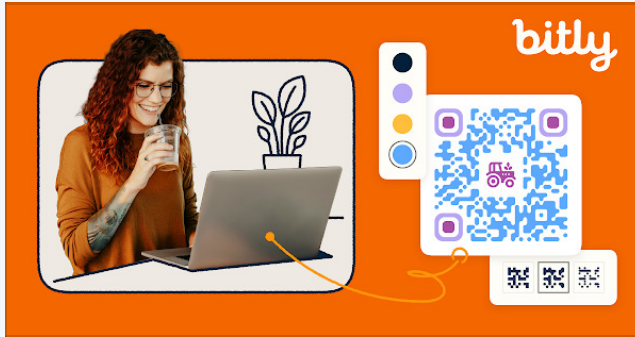




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NEWS

Winston-Salem Open serves up an economic boost and community support

The tournament features players from 20+ countries.



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WINSTON-SALEM, N.C. — The Winston-Salem Open is bringing international tennis talent and thousands of fans to the Triad this week, transforming the Wake Forest University campus into a hub for the sport.

The tournament spans 13 courts and features players from 22 countries. Organizers estimate about 30,000 people attend the event throughout the week, contributing to the local

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"The economic impact study netted just over \$5 million of impact related to this event," said Jeff Ryan, tournament director for the Winston-Salem Open.

But Ryan said the tournament's impact goes beyond the court. A portion of proceeds supports local students through the Winston-Salem Professional Tennis Inc. scholarship program.

"Every year, we as an organization make it a goal to send off a portion of what we say is our net excess," Ryan said. "Other businesses call that profit, but our net excess typically goes to middle school athletic programs here in Winston-Salem and Forsyth County, supporting athletics beyond just tennis."

The Winston-Salem Open runs through Saturday.



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