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Catch up on our Twitter...

Here's a sampling of recent tweets

Anna Kournikova and Nick Bollettieri hitting the USO Tour with comic David Attell and musician Billy Ray Cyrus. Three countries. Seven days.
2:58 PM Dec 15th

TennisWeek.com's death confirmed. Informed opinion: From start, IMG never committed resources to make a biz of it. Too bad. Great edit team!
12:34 PM Dec 2nd

What makes us tweet?

- Anything of interest that crosses the editorial desk (unsponsored)
- Every TennisWire Newsmaker press release gets a posting (denoted with a "PR" link) as soon as the headline hits TennisWire.org.(sponsored)

Check our Twitter feed anytime at twitter.com/tenniswire.

We're booking Newsmakers

The media reads the *TennisWire Media Alert* every Monday. This email goes to verified writers and editors with resources to help them cover tennis--your headlines could be included. **And starting in January, we'll publish a U.K. edition, too!**

"The TennisWire Media Alert is incredible: It is navigable and it's very helpful."

- Scott Price, *Sports Illustrated*

Dear Barbara,

Happy Holidays to you and yours!

A LOOK BACK AT 2009...

- It's been a **stellar year for recreational participation**-- more than 30 million players in the U.S. now--**and for pro tennis consumption** both at live events and through the media.

- **Retail sales were hit by the recession**, but inventory has cleared and things are looking bright for 2010 with new products set to launch.

- **Bad behavior, both on-court and off-court, challenged the sport's reputation**; a new year means a new start. Let's hope we all represent tennis well.

Thank you for reading the *TennisWire Bulletin* and our tweets at Twitter.com/tenniswire. We look forward to continuing to serve you tennis industry news in 2010!

Aces to you,
Liza Horan, Editor
lhoran@tenniswire.org

"From Player to Teacher": Heading to Saddlebook

Catching up with Ryan Bauman, who writes the WorkInTennis.com blog, "From Player to Teacher: Following the next generation of tennis industry insiders."

Ryan is spending his winter break at Saddlebrook Resort. And he won't be lounging by the pool soaking up the rays. [Learn why.](#)

When Ryan transferred to Ferris State PTM's program, he was surprised to find out that a tennis pro's best friend is...a daily planner? [See why.](#)

Research: More than 30 million players

Tennis participation has grown 12% over 2008 and climbed 25% since 2003, according to Tennis Industry Association. [Click for details.](#)

latest headlines

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12/18 Jo-Wilfried Tsonga Joins Team Babolat [Read](#)

"The TennisWire Media Alert is one of the nice and unexpected improvements over the years in my job as a tennis writer and shows the increased significance of our sport and our work.

- Rene Stauffer, *Tages-Anzeiger*

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12/16 USPTA Show, "The Attacking Game," Premieres on Tennis Channel [Read more >>](#)

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12/10 Tennis Europe and HEAD Renew Partnership [Read more >>](#)

12/10 USPTA Announces 2010 Certification Exams for Tennis-Teaching Professionals [Read more >>](#)

12/09 USPTA Show, "The Backhand Game" Premieres on Tennis Channel [Read more >>](#)

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