



## McENROE ACADEMY SURPASSES INITIAL ENROLLMENT GOALS IN FIRST MONTH AT SPORTIME RANDALL'S ISLAND

*Over 400 students ages 6 to 16 join the program following the mid-September launch*



*Photo: cameraworkusa*

NEW YORK (November 1, 2010) – Hall of Famer, native New Yorker and former world number one John McEnroe today announced that over 400 students from the New York area have signed on and are playing at the newly established John McEnroe Tennis Academy at the SPORTIME Randall's Island Tennis Center in Manhattan, NY. That number surpasses the initial goals of the launch of the Academy, which officially opened its doors September 13<sup>th</sup>, one day after the completion of this year's US Open. A waiting list of new candidates is currently being compiled for admission in 2011. Students now enrolled are attending the Academy after school, on average 2 to 3 times per week, from New York City's five boroughs, and Westchester, Connecticut and New Jersey.

“The initial response from students of all levels has been very positive, and we are already seeing a level and depth of talent and interest that we always believed was there, and is now being demonstrated,” said Mark McEnroe, Academy Director. “Parents have told us that the balance we offer between tennis, fitness and encouraging kids to follow their educational goals, has made a big difference, and combined with a state-of-the-art facility, easy access from anywhere in the tri-state area and our team of world class teaching professionals, we have a unique approach that we know will be successful over time.”

The Academy approach encourages students to live at home, continue their individual schooling during normal school hours, and to participate in extracurricular activities other than tennis, just as John did when he was growing up. Academy participants have access to classrooms, a computer lounge and other amenities for down time between school and Academy sessions, and after Academy sessions. In many instances, transportation is provided for students, as well as financial support for those who cannot afford the full tuition. Corporate sponsor Nike was the first partner to sign on, as the Academy's Official Apparel Provider, reinforcing their commitment to one of their cornerstone athletes, John McEnroe. Former ATP, Olympic and Israeli Davis Cup player Gilad Bloom is the Academy's Director of Tennis who, along with a team of 30 instructors and John McEnroe himself, leads the daily instruction and planning for all Academy training.

### **About SPORTIME Randall's Island**

SPORTIME serves over 25,000 tennis and sports members, including close to 10,000 junior tennis players, and employs over 1000 individuals at its 13 tennis and sports clubs across New York State. SPORTIME Randall's Island, its flagship facility which opened in July 2009, features 20 courts, including 10 Deco-Turf hard tennis courts and 10 Har-Tru clay tennis courts. This award winning facility includes 5 indoor hard courts, as well as a beautiful clubhouse. The other 5 hard courts, and the 10 Har-Tru tennis courts, are covered in three state-of-the-art air structures during the indoor season, and are available for outdoor play during the outdoor season, all lighted for evening play. This extraordinary club features 20,000 square feet of support facilities, including: a functional training and fitness center; comfortable lounge areas with excellent viewing; spacious adults-only locker rooms, including steam and treatment areas; separate well-equipped locker rooms for juniors; a pro shop featuring top brands and 24-hour stringing; a café/bar serving healthy food, snacks and beverages; classrooms and meeting facilities. The club includes a tennis stadium that can seat 2,000 and be scaled to 5,000 and is the home of New York's World TeamTennis franchise The New York SPORTIMES, of which McEnroe is the captain.

The SPORTIME at Randall's Island Tennis Center is part of the rebirth of Randall's Island, located just off the East Side of Manhattan below the RFK Bridge. The facilities on the island now include Icahn Stadium, a state-of-the-art track and field facility, nearly 70 brand new baseball, soccer and softball fields, and a renovated Golf Center. The Randall's Island Sports Foundation manages the properties, and Sportime has a 20 year license agreement with the City of New York, the NYC Department of Parks and Recreation and the Randall's Island Sports Foundation to operate the Tennis Center.

For all the details on the Academy, visit [www.johnmckenroetennisacademy.com](http://www.johnmckenroetennisacademy.com). For more information about SPORTIME and SPORTIME Randall's Island, visit [www.SportimeNY.com](http://www.SportimeNY.com).