



FOR IMMEDIATE RELEASE  
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### **Tennis Manitoba launches 'ADVANTAGE Winnipeg' campaign to score Davis Cup**

WINNIPEG, MB –True North Sports & Entertainment Ltd in conjunction with Tennis Manitoba are pleased to launch **ADVANTAGE Winnipeg**, a ticket sale deposit and social media campaign to support Winnipeg's bid to host the Davis Cup tennis competition, February 1-3, 2013.

It is currently down to three Canadian cities who could act as host when Canada takes on World number-one ranked Spain during the Davis Cup. Possible participants in the elite tennis competition include Spain's Rafael Nadal (currently ranked No. 4 by the ATP World Tour) and Canada's Milos Raonic (currently ranked No. 15).

"Winnipeg is undoubtedly the best choice to host the Davis Cup in Canada," says Bruce Waschuk, President of Tennis Manitoba. "Between our city, Vancouver and Calgary, we have the largest venue available to host the event. And more importantly, Winnipeg has a strong and passionate fan base that would leap at the opportunity to see world-class tennis."

Spain is currently the leader in the Davis Cup rankings and is a tremendous draw for Canada this February.

"We would be part of an exclusive group of cities from around the world that have an opportunity to host the Davis Cup," says Waschuk. "MTS Centre provides Winnipeg with an early advantage, as it's the only city on the short list that can host the event in a full sized arena."

In order to support Winnipeg's bid for the 2013 Davis Cup, ADVANTAGE Winnipeg includes the **Rally to 5101** campaign, which aims to secure enough seat deposits that could guarantee the greatest attendance for the event in Canada to date. Rally to 5101 is a \$25 deposit on tickets or a ticket package, which is 100% refundable if Winnipeg fails to secure its Davis Cup bid.

Ticket deposits can be made through Ticketmaster, either at [www.ticketmaster.ca](http://www.ticketmaster.ca) or by phone at 1-855-985-5000, beginning on Thursday, October 25 at 10 AM through until Monday, October 29 at 10 PM.

In order to show Tennis Canada that there is significant interest, Winnipeggers are also asked to "like" us on [facebook.com/WinnipegDavisCup](http://facebook.com/WinnipegDavisCup), and voice your support on Tennis Canada's page at [facebook.com/TennisCanada](http://facebook.com/TennisCanada). You can also follow the ADVANTAGE Winnipeg campaign on twitter @WpgDavisCup for tennis news and the latest on Winnipeg's hosting bid.

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Please go to [www.tennismanitoba.com](http://www.tennismanitoba.com) to learn more. For media requests, please contact:

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