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## **Explore Asheville Signs on as Official Tourism Partner of the US Open for 2022**

(Asheville, NC - August 2, 2022) - Explore Asheville and the United States Tennis Association (USTA) announced that Explore Asheville is the official tourism partner for the US Open in 2022.

“Explore Asheville is proud to elevate our relationship with the USTA and Asheville’s reputation as a creative, vibrant community for leisure travel, business groups and sports events,” said Victoria Isley, president and CEO for Explore Asheville and the Buncombe County Tourism Development Authority.

Earlier this year, the Billie Jean King Cup matches between the United States and Ukraine inspired residents, visitors and television viewers alike; generated \$8 million for local businesses throughout Asheville and created opportunities for community engagement. The event also helped drive more than \$225,000 in donations for Ukraine relief via the Tennis Plays for Peace initiative, helping the worldwide tennis community surpass \$1 million raised for Ukraine.

Isley added, “Asheville is only the second city in history to host three Billie Jean King Cup matches – and we plan to draw more brand-aligned events to benefit the Asheville community.”

Now, this partnership with the US Open will shine a spotlight on Asheville through on-court signage in Arthur Ashe Stadium, videoboards at the USTA Billie Jean King National Tennis Center and marketing messages on [usopen.org](http://usopen.org) and US Open Radio.

One evening session during the US Open Main Draw (August 29 – September 11, 2022) will be designated “Asheville Night” and include additional promotion for this premier mountain destination.

“This new level of partnership between the USTA and Explore Asheville is an embodiment of the two organizations’ shared values,” said Deanne Pownall, Managing Director, Corporate Partnerships, USTA. “Not only has Asheville been a home for the U.S. Billie Jean King Cup team three times in the last five years, the continued growth in local tennis participation has proven that Asheville truly embraces tennis and all its benefits.”

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**The USTA** is the national governing body for the sport of tennis in the U.S. and the leader in promoting and developing the growth of tennis at every level -- from local communities to the highest level of the professional game. A not-for-profit organization, it invests 100% of its proceeds in growing the game. It owns and operates the US Open, one of the highest-attended annual sporting events in the world, and launched the US Open Series, linking seven summer WTA and ATP World Tour tournaments to the US Open. In addition, it owns approximately 120 Pro Circuit events throughout the U.S. and selects the teams for the Davis Cup, Billie Jean King Cup, Olympic and Paralympic Games. The USTA's philanthropic entity, the USTA Foundation, provides grants and scholarships in addition to supporting tennis and education programs nationwide to benefit under-resourced youth through the National Junior Tennis & Learning (NJTL) network. For more information about the USTA, go to [USTA.com](http://USTA.com) or follow the official accounts on Facebook, Instagram, Twitter and TikTok.

**About Explore Asheville:** Explore Asheville and the Buncombe County Tourism Development Authority (BCTDA) enhance the economic vitality of Buncombe County through tourism. Their strategic priorities align with broader community priorities and are organized around four pillars: Deliver Balanced Recovery & Sustainable Growth, Encourage Safe & Responsible Travel, Engage & Invite more Diverse Audiences, and Promote & Support Asheville's Creative Spirit. For more information, visit [exploreasheville.com](http://exploreasheville.com).