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MEDIA RELEASE

Australia's rural and regional tennis champions come out to compete

Australia's future tennis stars are competing for their place in the final of the Australian Made Foundation Cup with trials underway around the country.

The interstate tournament gives young kids from rural and regional areas the opportunity to compete on a national stage.

The Australian Made Foundation Cup is a great initiative of the Fed Cup Foundation and one which the Australian Made Campaign Limited (AMCL) has proudly supported for the last 5 years.

"It's important that we continue to encourage and nurture local talent – whether that's our next crop of farmers, manufacturers or tennis stars. The Australian Made Foundation Cup is just one way we can help to do that," AMCL Chief Executive, Ian Harrison, said.

Australia's Fed Cup Captain and former tennis champion, Alicia Molik, has been the initiative's brand ambassador since 2012 and will continue in the role this year.

"I'm delighted to be supporting the Australian Made Campaign. Buying Australian-made and Australian-grown for our children keeps them healthy and also ensures future opportunities for them," Ms Molik said.

The best and fairest male and female players will each receive a \$1,000 cheque, awarded by the Australian Made Campaign and the Fed Cup Foundation.

"Some of Australia's finest tennis players including Rod Laver, Margaret Court and Pat Rafter come from country areas, so it's great to see the next generation of stars at the Australian Made Foundation Cup," Fed Cup Foundation President, Judy Dalton said.

"Rural and regional players are often restricted from participating at high level events around the country because of cost and travel constraints. We love seeing these kids enjoy the same opportunities their metro counterparts have."

Also featuring in the Australian Made Summer of Tennis is the 'Breakfast with the Stars' event held in Melbourne during the Australian Open.

The Australian Made Foundation Cup will be held at the West Lakes Tennis Club in South Australia from 9-12 January 2017. The Winners will be presented with their awards at Memorial Drive Tennis Club. To find out more visit www.australianmade.com.au.

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The Australian Made Campaign

NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ian Harrison, and Fed Cup Foundation President, Judy Dalton, are available for interview and vision opportunities. Please contact us if you would like to schedule a time.

MEDIA CONTACT

Jo Macarthur, Media and Communications Officer

P: +61 3 9686 1500 / +61 433 132 966

E: jo@australianmade.com.au

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2600 businesses are registered to use the AMAG logo, which can be found on more than 16,000 products sold here and around the world.

www.australianmade.com.au

ABOUT THE FED CUP FOUNDATION

The Australian Fed Cup Foundation is a not-for-profit organisation that works to promote women's tennis and, in particular, the Australian Fed Cup team and the Fed Cup competition as a whole. The Fed Cup Foundation hosts a number of events throughout the year, including the Foundation Cup. Other highlights include the Breakfast with the Stars events in Sydney and Melbourne during the Apia Sydney International and the Australian Open.

www.tennis.com.au/tournaments/fed-cup/fed-cup-foundation