



8 JANUARY 2018

MEDIA RELEASE

Tennis serves up opportunity for rural and regional kids

Australia's next generation of tennis champions will take to the courts for the Red Energy Australian Made Foundation Cup in Adelaide today.

The interstate tournament is an initiative of the Fed Cup Foundation and is the only event that provides young children from rural and regional Australia the opportunity to compete at a national level.

The best and fairest male and female players will each receive a \$1,000 cheque to go towards their professional development.

“The Red Energy Australian Made Foundation Cup reminds us all about the importance of nurturing local talent – whether that be the next generation of athletes, farmers or manufacturers,” Australian Made Campaign Chief Executive, Ian Harrison, said.

“Alongside Red Energy, the Australian Made Campaign is proud to support rural and regional Australia through this tournament.”

The competition will run from 8-11 January at West Lakes Tennis Club. Members of the public are encouraged to drop in throughout the week and catch some of the action.

--ENDS--

[LOGO AVAILABLE TO DOWNLOAD HERE](#)

NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ian Harrison, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

MEDIA CONTACT

Catherine Sekulovski, Media and Communications Officer

P: +61 3 9686 1500 / +61 422 071 256

E: catherine@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.

It has been helping Australian consumers, farmers, processors and manufacturers for thirty years.

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 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 some 20,000 products sold here and around the world.



The Australian Made Campaign

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.
Free ph: 1800 350 520

www.australianmade.com.au