



The Australian Made Campaign

10 JANUARY 2019

MEDIA RELEASE

Tennis serves up opportunity for rural and regional kids

Australia's next generation of tennis champions will take to the courts at Kooyong Lawn Tennis Centre for the Red Energy Australian Made Foundation Cup on Monday 14 January 2019.

The interstate tournament held during the Australian Open 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, Ben Lazzaro, said.

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

Fed Cup Foundation President, Judy Dalton will officially launch the Foundation Cup finals with support from Red Energy and the Australian Made Campaign at 8:00am Monday 14 January 2019 on the clay match courts at Kooyong Lawn Tennis Centre.

The competition will run from 14-17 January 2019 at Kooyong Lawn Tennis Centre, Melbourne. Members of the public are encouraged to drop in throughout the week and catch some of the action.

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[LOGO AVAILABLE TO DOWNLOAD HERE](#)

NOTE TO MEDIA

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

MEDIA CONTACT

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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.

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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 Melbourne during the Australian Open.

www.fedcupfoundation.com.au