



ATP ANNOUNCES 500 UPGRADES OF THREE TOURNAMENTS

*Atlanta is one of six 250-level sanctions being retired
to make room for three ATP premium 500-level events*

ATLANTA (November 8, 2023) – The ATP announced today that the July 2024 Atlanta Open will be the final iteration of the tournament. In 2025, the ATP will retire the Atlanta Open and five other 250-level sanctions, as a result of 500-level upgrades to tournaments in Dallas, Texas, Doha, Qatar, and Munich, Germany. In addition to the three sanctions being upgraded to a 500 level event, Lyon and Newport will join Atlanta in retirement.

Founded in 2010, the Atlanta Open (formerly the BB&T Atlanta Open and the Truist Atlanta Open) has served as part of the lead up to the U.S. Open. Past winners include John Isner (six times), Alex de Minaur (twice), Andy Roddick, Mardy Fish (twice), Nick Kyrgios, and Taylor Fritz.

“The 2024 Atlanta Open will be a celebration of past champions and the great 15-year run of the tournament, giving us a chance to honor and celebrate the tremendous support we’ve received from the city, the tennis community, and local universities over the years. We’re thankful for the wonderful memories we’ve made in Atlanta and are working to return in some capacity and bring professional tennis back to this great city.” said Peter Lebedevs, Atlanta Open tournament director.

Tournament dates in the ATP calendar that would be considered for 500-level upgrades were February and April. Based on this criteria, GF Sports & Entertainment, which owns the Dallas and Atlanta Opens, was eligible to apply for an upgrade. From a pool of 17 applicants, the Dallas Open was selected as one of three tournaments to be elevated to the ATP 500-level. Tournaments in Doha, Qatar, and Munich, Germany were also chosen to host 500-level events.

About the Atlanta Open

The Atlanta Open, held each year in July at Atlantic Station, is one of the summer tournaments in the US Open Series. The tournament features men’s top world tennis players in singles and doubles competition. Approximately 40,000 fans attend the tournament and bring an estimated economic impact of \$10.3 million to Atlanta. Taylor Fritz is the defending champion from 2023. John Isner has won the Atlanta Open six times (2021, 2018, 2017, 2015, 2014 and 2013). Andy Roddick won his last ATP World Tour title when he defeated Gilles Muller at the 2012 BB&T Atlanta Open. Mardy Fish holds the title for 2011 and 2010. More information at www.atlantaopentennis.com.

About GF Sports & Entertainment

GF Sports & Entertainment is a global events and operations company that elevates the experience of live sports, entertainment and interactive events. The company owns two of the ATP Tour’s longest running American tennis tournaments, the Dallas Open and the Atlanta Open, as well as the National Lacrosse League New York Riptide. GF Sports & Entertainment also incubates new and emerging sport concepts, this includes Wolf Pack Ninjas, which operates ninja-focused events globally and just completed the purchase of World Long Drive, an international long drive tour. GF Sports & Entertainment was founded in July 2015 by New York-based private equity firm GF Capital. For additional information, please visit www.gfsportsandentertainment.com.

About The ATP

As a global governing body of men’s professional tennis, the ATP’s mission is to serve tennis. We entertain a billion global fans, showcase the world’s greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and Pepperstone ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world’s top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by Pepperstone, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

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