

Erste Bank Open 2013 Pure Tennis – From the Court to the Street

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Erste Bank acts for the third time as the title sponsor for Austria's greatest tennis tournament this year, the Erste Bank Open. The sponsoring of Austrian tennis pro Jürgen Melzer has been undertaken for just as long. Similar to recent years, the venue is Erste Bank Vienna Stadthalle. A 10% discount on tournament tickets is available in the bank's branches for customers of Erste Bank und Sparkassen.



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Tennis fans can once again count on many suspenseful matches and a varied supporting program this year. Especially for children and youths there are exciting activities around the tournament. After last year's great success, the "spark7 ball kids challenge" will once again take place this year. This casting event gives tennis loving boys and girls an opportunity to take part live in a professional tournament and lend a hand as ball kids. "Ball kids are apart from players and umpires the only people that are allowed to enter the court during a tennis match. It is a great honor to take part", says Peter Bosek, member of the management board. Another highlight is the "spark7 Kids Day" on October 14, when children and youths with an accompanying person get free admission. Aside from many other attractions, they have the possibility to play a few balls in mini courts, to get to know a few of the professional players and to train with them.

In addition, the project "spark7 Street Tennis" together with Wiener Städtische Versicherung will take place this year for the first time. The goal of this initiative is to bring tennis to the streets of Vienna, to be precise, to the city's sports cages. A large tournament spanning all districts will be staged, the final of which will take place on Monday of the tournament week in Märzipark, in front of Erste Bank Vienna Stadthalle.