



For Immediate Release  
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## **TGA Premier Tennis Launches New Youth Sports Franchise in Phoenix**

*Former professional wheelchair tennis player and tennis coach brings tennis delivery model to area schools and community centers*

**Phoenix, AZ** – The future of tennis at the grassroots level continues to rally as [TGA Premier Youth Tennis](#), the fastest growing introductory and recreational tennis program in the industry, continues its national expansion with a new franchise chapter in the Phoenix area.

Shane Everitt-Sharpe, a former tennis instructor and world-ranked wheelchair tennis professional, is the most recent entrepreneur to invest in the [TGA Premier Sports](#) tennis franchise model. His franchise will bring innovative school and community based tennis programs to the west Phoenix communities of Surprise, Goodyear, Litchfield Park and others.

Sharpe, who is originally from Southampton, U.K., has been vested in tennis since age 14. He traveled internationally while playing on the Wheelchair Tennis Tour for 15-years, played a celebrated exhibition event at Wimbledon and reached the top-50 in the World ranking.

After graduating from Southampton Solent University in the U.K. with a degree in sports coaching and development, he returned to the U.S. where he became a high school tennis coach. He also coached adults at tennis facilities in Tucson while pursuing other career opportunities.

“During my search to find a career I could be passionate about, I found out about TGA and recognized right away it was a natural fit for my skills and passion for coaching tennis,” Sharpe said. “What really appealed to me was how TGA was also incorporating education into its model and impacting youth on so many levels.”

TGA’s franchise model, developed in partnership with the United States Tennis Association (USTA), delivers grassroots introductory and recreational tennis programs through a self-sustaining model to grow the sport for the future and create a healthier and safer environment for students at schools and community centers. The school-based curriculum includes tennis skill progression, education subjects and STEAM Labs, physical fitness and health components. TGA gets kids moving and being active while improving motor skills and hand-eye coordination.

“To be able to do what I love to do, coaching tennis, impacting youth, and growing the sport, while developing and building my own business along the way is an opportunity of a lifetime,” Sharpe said.

TGA’s innovative model is planting the necessary seeds for the future. By bringing introductory tennis programs directly into schools and community centers through before- or after-school enrichment programs, it is reaching the masses by putting tennis on a level playing field with other mainstream sports. This provides the tennis industry with increased access points for youth, growing the base of tennis players and participation, as well as providing a new avenue to cultivate elite talent for the future.

TGA has also created a tennis Pathway, the first of its kind in the industry, which transitions students and families from the school programs to recreational programs at tennis facilities that include camps, Play Day Series, as well as USTA Junior Team Tennis and Junior Tournaments. Finally, through its own line of youth tennis racquets, TGA provides age and height customized equipment for all students at no cost, as well as an affordable option to get into the sport.

TGA’s tennis franchises have now grown to 39 chapters across the nation serving more than 750 schools and introducing 50,000 youth (ages 5-13) to the sport.

### **About TGA Premier Sports**

TGA Premier Sports (TGA) is a leading introductory and recreational youth sports programming company specializing in golf, tennis, and soon to be team sports. Through an innovative franchise business model recognized by Entrepreneur Magazine as a “Top 10 Franchise Value,” with franchise fees ranging between \$16,000 and \$40,000, TGA empowers passionate entrepreneurs to impact the lives of youth and families by bringing youth sports enrichment programs into their communities.

TGA franchises can be found in more than 80 markets across 23 states, as well as internationally in Canada and Spain. Its continued growth has impacted over 700,000 youth and made these sports available to 1.75 million families. Future expansion strategies include the addition of 100 more franchises over the next two years, the addition of more sports, and impacting another one-million youth through its education based programs and the TGA Sports Foundation, which provides access for all children and promotes the physical, educational, social, and character-building elements of these sports.

For more information on TGA tennis, visit [www.playtga.com](http://www.playtga.com) or follow @tgayouthtennis on Twitter.

For high-resolution images of the TGA tennis program for future stories, click on the link below: <https://www.dropbox.com/sh/jn8scmmijzpod7/AAAnKgl4V06JbaQH9zmCZKi3a?dl=0>

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