

NEWSLETTER



Monday, July 12th, 2004

Boris Becker is very committed in the tennis stars from tomorrow

The starting shot is done for the world wide young generation concept of Völkl Tennis and Walt Disney Company. Now, the Tennis Academy Mickey can start! Since July 2004, the first 40 Tennis Academies Mickey opened in entrenched tennis schools in Germany.

On Sunday and Monday, July 4th and 5th, 2004, the whole concept were presented to the Tennis Academy Mickey coaches in Munich by SportScheck. It took place a press conference with Boris Becker on Monday, which is the patronage of the whole concept. Different media companies (TV, Radio, Prints) were invited. Among others, Sat 1, RTL and Bayerischer Rundfunk were presented. Also children could be a part of the press conference. Each child could ask Boris Becker some questions, which loosened the mood much. The ambience was very pleasant.

In the end of the day, each future coach of a Tennis Academy Mickey got the certificate and congratulation from Boris Becker himself.

It was a successful day for Völkl Tennis and Walt Disney!!!



