

# PRESS RELEASE

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For Immediate Release

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## **K-SWISS**

### **Announced as the “Official Apparel” and “Official Footwear” of the “Little Mo” Tournaments**

Dallas, Texas – The Maureen Connolly Brinker Tennis Foundation announces K-Swiss as the “Official Apparel” and “Official Footwear” of the “Road to the Little Mo Nationals” in addition to the “Little Mo” Internationals in California, New York and Florida.

"K-Swiss is proud and excited to be the Official Apparel and Footwear partner for the ‘Little Mo’ and to be involved with the Maureen Connolly Brinker Tennis Foundation," remarked Mike Miringoff, Global Director of K-Swiss Tennis. "Little Mo is well-respected and important as it is the first entry point into tennis for kids and parents building a foundation for their future and the sport. At K-Swiss, we are known as a strong tennis brand that is passionate about the sport and our product reflects this with its high quality and performance. We look forward to participating in the Little Mo and meeting the players and parents!"

"The Maureen Connolly Brinker Tennis Foundation is absolutely delighted to have K-Swiss as our Official Apparel and Footwear Sponsor for our ‘Road to the Little Mo Nationals’ yearlong circuit and for our three international tournaments," said Cindy Brinker Simmons, daughter of "Little Mo" and President of the Maureen Connolly Brinker Tennis Foundation. "This stylish and iconic footwear company has been setting a standard of excellence in the tennis shoe and apparel industry for over 50 years. Just as our elite and talented young competitors are the future champions of tennis, our esteemed collaboration with K-Swiss continues to partner us with the best-in-class and most reputable sports brands in the world. We are just thrilled with our new relationship with K-Swiss!"

Named in memory of tennis champion Maureen “Little Mo” Connolly, the “Little Mo” circuit of tournaments is the premier challenge for juniors ages 8-12 to compete against others who are the same age at the sectional, regional, national, and international level. The mission of the “Little Mo” tournaments is to further the development of junior tennis worldwide by providing players with an opportunity to: a) progress in tennis - a healthy sport for a lifetime; b) build strong values and character; c) learn good sportsmanship; and d) meet new friends from across the country and world. The youngest and brightest stars in junior tennis will be competing in the “Road to the Little Mo Nationals” and the “Little Mo” Internationals.

This year, MCB is celebrating the 20<sup>th</sup> Anniversary of its “Road to the Little Mo Nationals”. It is a yearlong circuit that begins in the spring with “Little Mo” sectional tournaments held in 18 different cities throughout the United States. The quarterfinalists (top 8) from the sectional tournaments will advance to the four “Little Mo” regionals held in the summer. The semifinalists (top 4) from the regional tournaments will advance to the prestigious ‘Little Mo’ Nationals, which features the top 160 boys and girls from across the United States competing at the Austin Tennis Academy in Austin, Texas from September 29- October 2.

The “Little Mo” Internationals were created in 2006 to allow young juniors to see different styles of play from around the world. The three international tournaments include the 4<sup>th</sup> Annual “Little Mo” Internationals in California to be hosted by the Tennis Club at Newport Beach Tennis Club (June 30-July 4), the 6<sup>th</sup> Annual “Little Mo” Internationals in New York to be held at the historic West Side Tennis Club in Forest Hills (August 21-26) and the 10<sup>th</sup> Annual “Little Mo” Internationals in Florida to be held at the PGA National Resort & Spa in Palm Beach Gardens (December 1-6), both of which are open to any player worldwide. Last year, 450 players from 50 different countries competed in the “Little Mo” Internationals in Florida. K-Swiss will have a presence at the “Little Mo” Sectionals, Regionals, Nationals, and Internationals where players and parents will be able to demo new K-Swiss apparel, footwear and other products.

For more information about the “Road to the Little Mo Nationals, please visit [www.mcbtennis.org](http://www.mcbtennis.org).  
For more information about the “Little Mo” Internationals in California, please visit [www.littlemosocal.com](http://www.littlemosocal.com).  
For more information about the “Little Mo” Internationals in New York, please visit [www.littlemoforesthills.com](http://www.littlemoforesthills.com).  
For more information about the “Little Mo” Internationals in Florida, please visit [www.littlemoflorida.com](http://www.littlemoflorida.com).  
If you have any questions, please email [cartennis@aol.com](mailto:cartennis@aol.com).

### **ABOUT K-SWISS**

K-Swiss is a heritage American tennis brand. During its 50-year history, the company has been making some of the most innovative, high quality, comfortable tennis footwear in the sport. K-Swiss is 100% invested in the sport of Tennis and committed to helping players play their very best and win at every level; from a competitive junior player or adult player, to the greatest doubles team of all-time, Mike and Bob Bryan.

### **ABOUT MCB**

In 1953, Maureen “Little Mo” Connolly was the first woman to capture the elusive Grand Slam by winning the Australian Championships, the French Championships, Wimbledon, and the U.S. Championships in one calendar year. She is still the only American woman and the youngest person at age 18 to have accomplished this magnificent feat. Maureen was known as the incomparable “Little Mo.” Her powerful strokes were compared to the USS *Missouri* battleship nicknamed “Big Mo.” She won Wimbledon three years in a row (1952-54) and was voted “Woman Athlete of the Year” by the Associated Press for three consecutive years (1951-53). In July 1954, “Little Mo’s” brilliant tennis career abruptly ended with a leg injury suffered from a horseback riding accident. Her competitive days now behind her, Maureen focused on promoting her beloved sport and, in 1968, she joined her dear friend Nancy Jeffett to establish the Maureen Connolly Brinker Tennis Foundation. She was inducted into the International Tennis Hall of Fame in 1968. Her untimely death to cancer occurred on the eve of Wimbledon in 1969. She was 34 years of age.

The “Little Mo” tournaments are sponsored by the Maureen Connolly Brinker Tennis Foundation in memory of its tennis champion namesake Maureen “Little Mo” Connolly. Known by her nickname “Little Mo”, she was the first woman to win the Grand Slam of tennis at only 18 years of age in 1953. Maureen Connolly is still the youngest and the only American woman to have accomplished this magnificent feat. Today, the Maureen Connolly Brinker Tennis Foundation continues to benefit talented boys and girls throughout the country and around the world. In its 49th year, the foundation is involved in a myriad of activities including, but not limited to, the “Little Mo” national and international tennis tournament circuit, the “Mini Mo,” (ages 5-8), the “Big Mo,” (ages 13 and 14), the National Junior Tennis League (inner-city youth program), wheelchair tennis, international team competitions, and distributing travel grants and sportsmanship awards to deserving players.