

## **MTI AND MCCY WELCOME WTA'S DECISION TO AWARD THE 2014-2018 WTA CHAMPIONSHIPS TO SINGAPORE**

MTI and MCCY jointly welcome the Women's Tennis Association's (WTA) announcement to select Singapore as the host city for the 2014-2018 editions of the WTA Championships.

2 The WTA Championships will create opportunities for the Singapore Tourism Board to co-create innovative consumer experiences through the introduction of new lifestyle and business experiences, helping to drive the next stage of our tourism growth. It will also provide impetus for local tennis development and opportunities for community engagement through sports. This is part of the Singapore Sports Council's (SSC) overall plan to inspire a sporting lifestyle where Singaporeans live better through sports. The landmark Championships will also add to Singapore's vibrancy and complement our existing suite of lifestyle and entertainment offerings in our tourism landscape.

3 Highlighting the potential benefits, Mr S Iswaran, Minister in the Prime Minister's Office and Second Minister for Home Affairs and Trade & Industry said, "We welcome WTA's decision to hold the Championships in Singapore. Staging such an international sports event is in line with our quality, yield-driven tourism strategy. Visitors can expect a distinctive sporting event integrated with entertainment and lifestyle offerings. Given the nature of the event, it provides significant potential to work with Singaporeans, local businesses and the community to build complementary events and activities around it."

4 Added Mr Lawrence Wong, Acting Minister for Culture, Community and Youth, "Hosting the WTA Championships at our new Sports Hub will be a catalyst for local tennis development and community interest in sports. With the tennis players helming festivals, coaching clinics and workshops, we hope to grow local interest in tennis, as well as raise the standards among players and officials in Singapore. This event will allow Singaporeans to appreciate tennis at its best, and inspire more people to take up the sport."

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