

**McMahon & Associates**  
Consultants for the Tennis Industry

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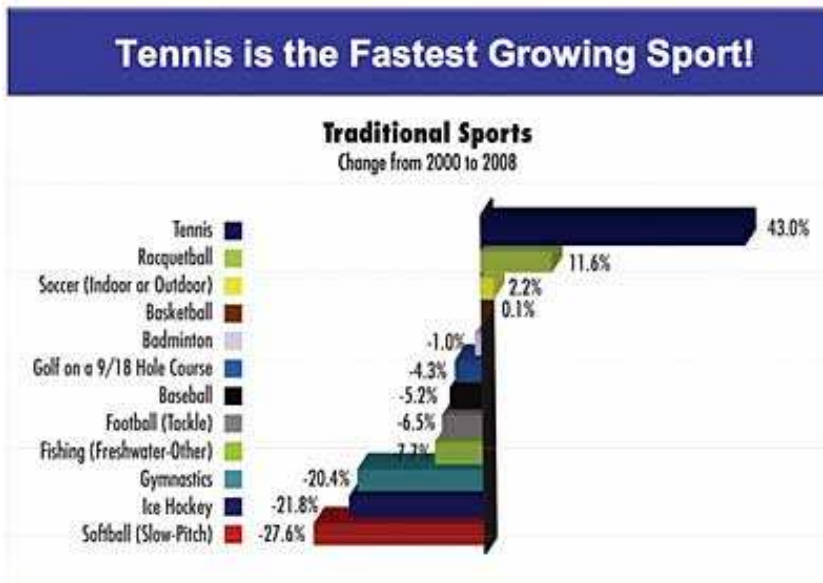


**Tennis Director Retained Search Services** ◇ **Operational Review & Strategic Planning** ◇  
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## Tennis is the Fastest Growing Traditional Sport Participation is up 43% since 2000

### ***Is your tennis program prepared for growth?***

The latest research by the [Sporting Goods Manufacturers Association](http://www.sportinggoods.org) continues to show impressive news for tennis participation. From 2000 through 2008, **tennis was the fastest growing sport in the U.S.**, increasing participation by 43 percent over every other traditional sport. A distant second place is another racquet sport, racquetball, increasing 11.6 percent in those eight years. The only other sports to show participation increases since 2000 are soccer (up 2.2 percent) and basketball (.1 percent). *Every other traditional sport declined in participation, including golf (down 4.3 percent).*



To learn how McMahon & Associates can help you and your tennis staff respond to the growth being experienced in tennis, visit our web site [www.mcmahonassociatesconsulting.com](http://www.mcmahonassociatesconsulting.com) or contact Mark McMahon (404) 271-3088