



## T O R O N T O T E N N I S C I T Y

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### Toronto Tennis City set to open

All-Canadian Sports Management Inc. to open a tennis club at Balliol St

Friday February 12<sup>th</sup>, 2010  
Toronto, Ontario

For immediate release: Pierre Lamarche, president of All-Canadian Sports Management Inc. [ACSM] which operates Canada's top junior tennis development program, ACE Tennis, at Cedar Springs Health, Racquet & Sportsclub in Burlington, announced today that the long awaited start of the company's new Toronto tennis venture will officially get underway in May of 2010.

ACSM negotiated a lease with the landlords of the property. The name of the club will be Toronto Tennis City and will host an offshoot of the ACE Tennis program for juniors, which is recognized as Canada's top tennis training environment for youngsters.

Lamarche, who will serve as the Club Director, was quite enthusiastic of the possibilities for Toronto Tennis City: "We are introducing a concept which will have great success: the operation of a restricted membership club with great member services coupled with Canada's top junior tennis development program, ACE Tennis.

Ben Armstrong, recognized as one of Canada's top developer of Canadian talent will assume the responsibilities of Tennis Director at Toronto Tennis City. He will be directly responsible for the supervision and operation of the tennis component of the adult, junior competitive and junior recreational areas. He will be assisted by a Head Coach in each of the individual sections. Both Armstrong and Lamarche will be directly involved in the junior competitive program.

Further information on membership, programs, services and staff will be made available in the following weeks. Meanwhile the web site for Toronto Tennis City [[www.torontotenniscity.com](http://www.torontotenniscity.com)] will be available shortly and will be updated as information becomes available. Additional information can be received through contacting [info@torontotenniscity](mailto:info@torontotenniscity.com) or calling 905 632-9500 [ACE Tennis Burlington].

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