

**FOR IMMEDIATE RELEASE**

**CONTACT: Nikki Henkin  
(646) 232-7272**

**6<sup>th</sup> Annual  
FDNY v. NYPD Tennis Championship  
to Kick Off the  
EMBLEMHEALTH BRONX OPEN  
in Crotona Park, The Bronx**

**Bravest and Finest to Square Off on August 6<sup>th</sup>**

Will the burning ambition of the New York City Firefighters lead the FDNY tennis team to victory over the defending champion New York City Police department? All eyes will be watching for the dramatic conclusion at the sixth annual battle of the badges on the tennis courts of Crotona Park, The Bronx, Saturday, August 6<sup>th</sup>, at 10:30 am. This event will serve as the Kick Off to the EMBLEMHEALTH BRONX OPEN which runs from August 7 thru 14, 2011, at Crotona Park. Admission is free.

In addition to being New York City's finest and bravest on the streets of the Big Apple, New York City's police and fire departments also boast a number of great tennis players who can swing a mean racquet. This year's mini-tournament will also serve as a warm up for the Police & Fire World Games where the NYPD and FDNY will compete again.

This morning long mini-tournament will take place the Saturday just prior to the qualifiers of the EMBLEMHEALTH BRONX OPEN, a United States Tennis Association Pro Circuit Event. EmblemHealth will make a contribution to both the NYPD's and FDNY's special funds and the winning team will be awarded a trophy.

The NYPD Color Guard and the FDNY Bagpipers will kick off the tournament and Hot Dog and McGruff, FDNY and NYPD mascots, will make a special appearance and be available to pose for photographs with children and adults. Bring your own cameras for this special treat.

This year the FDNY and NYPD will bring fire and crime prevention displays and helpful information for everyone to learn how to prevent crime and fires and how to be prepared should they occur.

EmblemHealth's special events manager Denise Shearer encourages everyone to come out and cheer the players on, saying, "We're very proud to host the sixth annual EmblemHealth Bravest vs. Finest Tennis Championship and pleased they will present safety information for all attendees. We wish both teams the best of luck and I know it will be a great day for all, players and spectators alike."

The EMBLEMHEALTH BRONX OPEN is a USTA Women's Professional Circuit Event featuring 32 of the top women players in the world. Players vie for the \$50,000 in prize money in singles and doubles at the final USTA Pro Circuit Event prior to the US Open. Proceeds from the tournament benefit the New York Junior Tennis League (NYJTL).

"It's great to be able to help make professional tennis available to community residents, especially young people," commented Frank J. Branchini, President and COO, EmblemHealth, adding, "We're delighted to support an event that benefits the NYJTL which promotes the health and wellness of New York City children."

Bronx Borough President Ruben Diaz, Jr., a tennis enthusiast himself, called the tournament "an additional jewel in the crown of Crotona Park, the borough's own Central Park." He said, "I encourage all Bronx residents, and all New Yorkers to come out to Crotona Park with their families to enjoy this wonderful free event. Tennis is a great sport for city residents and the tennis courts in Crotona Park are among the best in the city. I'm very proud to welcome EmblemHealth and all of the sponsors who make this professional tennis event possible. Welcome back to the Bronx."

The EMBLEMHEALTH BRONX OPEN is played on the same hard court surface as those at the National Tennis Center, home of the US Open. Admission is FREE with a nominal fee for the finals. There will be FREE tennis lessons for children aged 6 to 18 years of age from 12 noon to 3 pm. Refreshments will be sold on-site and there is free supervised parking available.

For more information, visit [www.NYJTL.org](http://www.NYJTL.org) or call 1-347-417-8129.

EmblemHealth, Inc., through its companies Group Health Incorporated (GHI) and HIP Health Plan of New York (HIP), provides quality health care coverage and administrative services to approximately 2.9 million people. Groups and individuals can choose from a variety of PPO, EPO and HMO programs, as well as prescription drug, dental and vision plans. Plans offer a choice of networks, including access to over 103,000 quality doctors and other health care professionals and most of the leading hospitals across the tristate region. For more information, visit [www.emblemhealth.com](http://www.emblemhealth.com).

New York Junior Tennis League (NYJTL) was founded in 1971 by Lewis "Skip" Hartman and Arthur Ashe. In addition to its Schoolyard Tennis Program offered in all 33 New York City school districts, NYJTL offers widely acclaimed after-school programs. Aces Clubs offers tennis instruction and education on health, nutrition and character development. The Arthur Ashe Educational Guidance program provides tutoring sessions, college preparation courses and college scholarships. In 2010, NYJTL provided free summer programming for players at 32 recreational sites and 12 Youth Tennis Centers throughout New York City. In addition, NYJTL's Advanced Training Program offered intensive coaching and travel opportunities for youth ages 6-18.