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FOR IMMEDIATE RELEASE

**EMBLEMHEALTH BRONX OPEN HOSTS
L1 EMBLEMHEALTH JUNIOR CHAMPIONSHIPS
AUGUST 11 – 14**

*USTA Showcase for Boys and Girls Ages 10 to 18
From NYC, NYS, Long Island, NJ & CT*

New York, NY — The EmblemHealth Bronx Open welcomes the L1 EmblemHealth Junior Championships on Thursday, August 11 through Sunday, August 14, 2011 at Crotona Park in the Bronx.

A United States Tennis Association (USTA) [Eastern](#) sanctioned tournament, it will showcase 80–100 boys and girls, the majority of whom will be children who are enrolled in free supervised tennis programs provided by the [New York Junior Tennis League](#) (NYJTL) throughout the five boroughs of New York City. General admission is free and play will begin each day at 9 am.

[EmblemHealth](#), which provides health insurance through its companies Group Health Incorporated (GHI) and HIP Health Plan of NY, is the sponsor of the EmblemHealth Bronx Open which benefits NYJTL, the largest tennis and education-themed community organization in the United States. NYJTL offers comprehensive school and community-based programs throughout New York City's five boroughs reaching more than 100,000 youth from ages 6–18, including free tennis lessons and education programs on health, nutrition and character development.

The USTA Eastern boasts over 48,000 members throughout all of New York City and State, Northern New Jersey and Greenwich, Connecticut. A not-for-profit community service organization whose mission is to promote and develop the growth of tennis, USTA Eastern is one of 17 geographic sections of the USTA, the governing body of tennis in the United States. The USTA Eastern's offices are in White Plains, New York.

For more information about the tournament and the daily schedule, visit www.nyjtl.org or call 1-347-417-8129.

About EmblemHealth

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.

About New York Junior Tennis League

New York Junior Tennis League (NYJTL) offers comprehensive after-school community tennis and education programs year round in New York's five boroughs serving youth from ages 6-18. To accomplish its goals, NYJTL mobilizes the support of the community, the public sector, corporate citizens, foundations, and individuals committed to achieving net gains for kids. NYJTL is the largest nonprofit tennis and education-themed community organization in the United States benefiting 100,000 children each year.

NYJTL is celebrating its 40th Anniversary in 2011. For more information, visit www.nyjtl.org or call 1-347-417-8129.

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