

**PRESS RELEASE
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Canada's First Virtual Tennis League is Here! – The Canadian Virtual Tennis League (CVTL), the official league of the International Virtual Tennis Federation (IVTF), is launching bringing together the excitement of competitive tennis and the cutting-edge technology of Virtual Reality (VR). This groundbreaking initiative creates a new platform for players and fans alike, pushing the boundaries of what's possible in sports.

Following the success of the virtual reality tennis tournament held alongside the Canadian National Bank Open and tournaments like the Erste Bank Open, in the **Canadian Virtual Tennis League**, players will compete in tournaments throughout the Tennis Esports Tour, earning points that culminate in the league finals scheduled for June 2025. The top Canadian players will qualify to represent the nation at the prestigious World Tennis Esports Championships (WTEC) in Las Vegas in September 2025.

A Leap Forward for Sports and Technology

Virtual Reality Tennis is transforming the way we experience sports, merging physical activity with immersive technology. The CVTL highlights this exciting evolution, creating a unique blend of athleticism, strategy, and innovation. The tournament welcomes players of all skill levels and offers opportunities for everyone to be part of this rapidly growing community.

Key Features of the Canadian Virtual Tennis League:

- **Immersive Gameplay:** Advanced VR systems simulate the real-world intensity and precision of tennis.
- **Inclusive Participation:** Open to players of all ages, genders, and abilities.
- **Global Reach:** Direct integration with the international VR tennis community.

Steven Warsh, CVTL Lead Partner, CEO of RECOVR Sports and an expert in Virtual Reality believes: "Virtual Reality sports and entertainment will continue to change and expand globally. The ability to play and interact with others will continue to become more realistic and engaging as fans watch and interact with sports like never before. The Canadian Virtual Tennis League will allow anyone to become the next Canadian Tennis Superstar, regardless of gender or abilities. After the great success of the National Bank Virtual Open, we are thrilled to launch a league that appeals to both experienced players and VR newcomers. Our vision is to establish VR tennis as an integral part of the sport."

Building on a Proven Model

The CVTL draws inspiration from the success of initiatives like the Virtual Reality Austrian Championship (VRAC), which demonstrated the potential of VR sports to

captivate and engage. Using the award-winning **Tennis Esports** app, developed by VR Motion-Learning GmbH, this ensures the highest quality gameplay and realistic experiences for its participants.

Gregory Gettinger, CEO of VR Motion-Learning GmbH, is also enthusiastic: "It is fantastic that our VR tennis app 'Tennis Esports' is being used and shows how innovative technologies can revolutionize tennis by making it accessible to people from all walks of life." He is excited to expand to more national leagues like Canada.

Opportunities for Sponsors and Partners

The Canadian Virtual Tennis League invites forward-thinking organizations to join this innovative project. By partnering with the CVTL, sponsors can align with a cutting-edge initiative that combines technology, sports, health and community engagement. Benefits include:

- Branding opportunities on event platforms, broadcasts, and materials.
- Exclusive on-site activation spaces to connect with attendees.
- Association with a pioneering movement in VR sports.

Join the Movement

The Canadian Virtual Tennis League is more than a tournament—it's a platform to inspire, innovate, and connect. With Canada's top VR athletes competing for international glory, this is an opportunity to help shape the future of sports and technology.

For inquiries, partnership opportunities, or additional information, please contact:

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Let's revolutionize tennis in Canada together!
