

FOR IMMEDIATE RELEASE

United Kingdom and Ireland's First Virtual Tennis Championships: The UK and Ireland VR Tennis League is Here!

[London/17.1.25] – Following the tremendous success of virtual reality tennis tournaments in other countries, the next exciting chapter of VR tennis has arrived in the United Kingdom and Ireland. The **UK and Ireland VR Tennis League**, the official league of the **International Virtual Tennis Federation (IVTF)**, is launching to bring the future of tennis to enthusiasts nationwide.

Open to all tennis lovers—regardless of age, gender, or physical ability—this groundbreaking league will utilize the award-winning VR app **Tennis Esports**, developed by the innovative team at **VR Motion-Learning GmbH**.

Players in the UK and Ireland VR Tennis League will compete in tournaments throughout the **Tennis Esports Tour**, earning points that culminate in the league finals scheduled for **June 2025**. The top players will qualify to represent the nation at the prestigious **World Tennis Esports Championships (WTEC) in Las Vegas in September 2025**.

Elliot Stroud, President of the UK and Ireland VR Tennis League, expressed his enthusiasm for the league's potential:

"With the UK and Ireland VR Tennis League, we are setting a milestone for virtual tennis in a region full of passionate tennis fans. 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."

Gregory Gettinger, CEO of VR Motion-Learning GmbH, echoed the excitement:

"It is fantastic that our VR tennis app 'Tennis Esports' is being used in the UK and Ireland's first virtual tennis league. This initiative highlights how innovative technologies can revolutionize tennis by making it accessible to people from all walks of life."

The league aims to not only celebrate virtual tennis but also expand the reach of the sport, creating exciting opportunities for companies and brands to engage with this innovative platform.

John Smith-Howell, Executive Director of the UK and Ireland VR Tennis League sees this as a unique opportunity to inspire a new generation of tennis fans:

"We are proud to be part of this pioneering project. The UK and Ireland VR Tennis League makes it possible to experience tennis in a new, fascinating way that is open to everyone. It also offers exciting collaboration opportunities for interested companies and brands."

Get ready to serve, rally, and smash your way into a new era of tennis! The UK and Ireland VR Tennis League is a game-changer for the sport, connecting players across the country through the power of virtual reality.