

## 2018 US Open celebrates event's 50th anniversary

Written by Administrator

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The 2018 US Open will be a three-week-long celebration of the tournament's 50th anniversary, with a number of new fan events and activities scheduled around New York and Queens.

2018 marks the 50th anniversary of the US Open, and over the course of Fan Week and the two weeks of main draw competition of the US Open, the USTA will celebrate the history of the event and look toward the future of the tournament in a number of ways.

### 50th Anniversary

#### Arthur Ashe Tribute

**Saturday, Aug. 25:** A newly-created logo for Arthur Ashe Stadium itself will be unveiled on the south side of the stadium on Arthur Ashe Kids' Day, Aug. 25.

**Monday, Sept. 3:** US Open, along with the US Military Academy at West Point, will honor Ashe and his service to his country (Ashe was a lieutenant in the Army when he won the first US Open men's singles championship as an amateur in 1968) on Military Appreciation Day, Monday, Sept. 3.

The US Open will celebrate the legacy of Arthur Ashe over the course of the 50th anniversary tournament.

A special photo exhibit, featuring 6-foot enlargements of never-before published photos of Ashe by renowned photographer John Zimmerman will line the walkway that connects Court 17 and the Grandstand.

Also, fans will be treated to a virtual reality experience (located in the Chase Center just inside the East Gate) specially created by noted documentarian Rex Miller.

The '68 Experience will transport fans to 1968 for a front row seat to Ashe's triumph in capturing the US Open's first men's singles title.

### US Open Opening Night Ceremony

**Monday, Aug. 27:** The Opening Night Ceremony of the 2018 US Open will honor past champions and feature some of the biggest names in music.

USTA Chairman of the Board and President Katrina Adams will be joined on the court by the two finalists from the 1968 women's singles championship, Virginia Wade and Billie Jean King, as well as other past champions to celebrate the impact the US Open has had on the sport of tennis.

Music megastar Kelly Clarkson will then headline a musical set, and Clarkson will be followed by noted performer Maxwell who will sing the national anthem before the evening's matches.

### US Open Champions

The USTA will celebrate all 50 former US Open champions (27 men and 23 women) throughout Fan Week and the US Open.

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Champions will be recognized on-court, during special legends matches during Fan Week, as well as in the multimedia 50 for 50 series published on USOpen.org, and in the specially produced US OPEN: 50 Years of Championship Tennis, a vibrantly illustrated book published by Abrams Books.

### **50th Anniversary Booth**

The US Open 50th anniversary also will be commemorated on-site with a fan-friendly attraction that builds on the US Open's "Built for Glory" advertising campaign.

The interactive booth will provide an opportunity for fans to voice their own play-by-play commentary of historic matches that they can then share on their social media channels.

The booth also will contain the US Open Bookstore where fans in attendance will be able to purchase the commemorative book, US Open: 50 Years of Championship Tennis.

### **US Open Fan Week**

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The week prior to the start of the main draw of the US Open has traditionally been anchored by the US Open Qualifying Tournament.

This tournament, which in itself offers more than \$3 million in prize money, is staged from Tuesday, Aug. 21 through Friday, Aug. 26, and features 128 men and 128 women competing to earn the final 16 spots in the men's and women's singles main draws of the US Open.

The USTA has actively expanded programming opportunities around US Open Qualifying to provide fans with ever more ways to access the sport and experience the excitement of the US Open.

All events of Fan Week are free and open to the public.

This year, Fan Week events will include:

New Louis Armstrong Stadium Dedication Ceremony

**Wednesday, Aug. 22**, the USTA will officially open the new Louis Armstrong Stadium with a dedication ceremony on "Queens Day" at the US Open.

The ceremony will feature USTA Chairman of the Board and President Katrina Adams, who will be joined by four-time US Open champion and Queens native John McEnroe and will include a special performance by legendary jazz great Wynton Marsalis.

Following the dedication ceremony, McEnroe will be joined by his brother Patrick, James Blake and Michael Chang for the honorary first match to be played in the new stadium.

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Qualifying matches are planned to be staged all day and into the evening Thursday in Louis Armstrong Stadium.

### Legends Matches and Player Exhibitions

**Thursday, Aug. 23:** A number of Legends matches have been scheduled for Fan Week, both at NTC and at the US Open Experience at Brookfield Place in Manhattan.

In addition to the Wednesday match in Louis Armstrong Stadium, on Thursday, Aug. 24, former ATP stars Robby Ginepri, Justin Gimelstob, Luke Jensen and Taylor Dent will put on a doubles exhibition on the full-size court that is part of the US Open Experience.

On **Friday, Aug. 24:** in the Grandstand, former US Open Champions Lindsay Davenport and Martina Navratilova will be joined by Michael Chang and Jan-Michael Gambill in a doubles match.

**Sunday, Aug. 26,** will include present-day players, including Mike and Bob Bryan, Jamie Murray and Bruno Soares and Bethanie Mattek-Sands and Lucie Safarova providing fans an inside look at the world's top doubles players, followed by the final Legends match featuring Davenport, Navratilova, Tracy Austin and Arantxa Sanchez Vicario.

### Player Practices

For 2018, the USTA will promote US Open player practices throughout Fan Week.

The practice schedule will be included in all US Open communications, and throughout the US Open digital properties, mobile apps, and social media platforms.

The practice courts will be hosted by US Open stadium personalities and will utilize video boards and DJs when appropriate.

### US Open Experience at Brookfield Place

**Wednesday, Aug 22 - Thursday, Aug. 23:** For the second consecutive year, the USTA will recreate the energy and excitement of the US Open in lower Manhattan, this year at Brookfield Place just off West Street.

US Open partners American Express, Evian, Heineken and JP Morgan Chase all will provide

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unique interactive elements to the footprint.

Player appearances, food offerings, photo opportunities, and live music will combine with a full-sized tennis court in this one-of-a-kind tennis experience.

The two-day festival runs from Wednesday, Aug. 22 through Thursday, Aug. 23.

Hours are 10 a.m. to 8 p.m. each day.

### US Open Media Day

**Friday, Aug. 24:** For the first time, the USTA will allow the public to view US Open Media Day during Fan Week activities.

The Media Day will be held in Louis Armstrong Stadium on Friday, Aug. 24 from 11 a.m. to 1 p.m.

Defending women's singles champion Sloane Stephens is the first player scheduled, and she will be followed by many of the top names in the game as they are interviewed by the international tennis media three days prior to the start of the main draw of the US Open.