



**LA JOLLA BEACH & TENNIS CLUB STANDS
TEST OF TIME AS PREMIER TENNIS GETAWAY**

La Jolla, California - For over 70 years at the La Jolla Beach & Tennis Club, the twang of racquet strings and squeak of tennis shoes on the hard court have been as common as the sound of surf breaking on the shore.

A virtual who's who of tennis stars have served and volleyed their way to greatness on its courts since F.W. Kellogg first strung nets and invited guests to play on four newly constructed courts in 1935.

The Club's reputation as a tennis-place-to-go was not long in coming. By 1942, the club had attracted its first major tournament - the Pacific Coast Men's Doubles Championships - and, by the 1950s, had become a prominent stop on the tournament circuit, playing host to numerous USLTA National Hard Court Tennis Championships. The club also hosted Federation Cup matches between the United States and Great Britain.

William Scripps Kellogg, son of F.W. Kellogg, was instrumental in bringing these tournaments to the club. He also lobbied strongly for a women's tennis championship similar to the men's Davis Cup. The founding of the International Federation Cup women's championship, first held in 1963 at the Queen's Club in London, was due largely to his efforts.

Today, the Club still hosts the Pacific Coast Men's Doubles Championship, and is the site of five USTA national hardcourt championships: the Women's 40s, the Father and Son, the Senior Mixed Doubles and the National Women's 50s and 60s Championships. The La Jolla Beach and Tennis Club also hosted the 2006 Davis Cup First Round Tie when the United States defeated Romania, and most recently hosted the 2008 Fed Cup Quarterfinals where the United States defeated Germany.

Jimmy Connors, John McEnroe, Arthur Ashe and Roy Emerson all played in Club tournaments before turning pro. Other legendary tennis figures who grew up playing in Club tournaments include Pancho Gonzales, Bobby Riggs, Brian Teacher, Peter Fleming, Bob Lutz, Bill Bond, Pancho Segura, Jack Kramer, Ted Schroeder, Bill Tilden, Ellsworth Vines, Karen Hantze, Patti Hogan, Janet Newberry, Maureen Connolly, Terry Holladay and Les Stoefen.

The tennis community's sense of attachment toward the Club has changed little over the years. Drawn by the private atmosphere, on-the-beach location and tennis facilities, professionals and novices alike continue to flock to the Club. Players who come in search of that illusive "perfect serve" will find 12 post-card-perfect hard courts (eight of which are lighted), tennis pro shop, and men's and women's locker facilities. Unlike many tennis resorts, which charge as much as \$20 per hour for court time, the club lets members and non-member guests play free of charge, and court reservations are not required.

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