



119th Annual Pacific Coast Men's Doubles Championship
Returns to the La Jolla Beach & Tennis Club

La Jolla, Calif. - (December 03, 2007) – The 119th Annual Pacific Coast Men's Doubles Tennis Championship returns to the La Jolla Beach & Tennis Club, Friday, February 29, 2008 with finals scheduled for Sunday, March 2, 2008. Many of the best NCAA Men's college teams in the country are expected to enter, including Rice, Texas A & M, Stanford, UCLA, Cal, USC, and Pepperdine. However, even though many college teams enter, this is actually an open tournament that is not restricted to college players so many of our best local teaching pros and top junior players take part in it as well. This tournament has a list of winners that include many of the most famous names in tennis.

Tournament admission is free and open to the public. There is a nominal fee for on-site parking.

2008 marks the 66th anniversary of the Pacific Coast Mens Doubles Championship being held at the La Jolla Beach & Tennis Club. The tournament was first held in Northern California starting in 1890 and Dwight D Davis was one of the original competitors. It ultimately served as the inspiration for the worldwide men's tennis competition between nations known as the Davis Cup. The Pacific Coast Doubles started out as an east-coast versus west-coast tournament and was such a success that a match between the U.S. and England ensued at the urging of Dwight D. Davis, after whom the Davis Cup is named. By 1904 other countries had joined in the fray and the Davis Cup was born.

For more information please contact Tennis Director, Bill McGrath at 858-551-4616 or bmcgrath@ljbtc.com.

For over 70 years, La Jolla Beach & Tennis Club has had a long-standing tradition of community involvement, and is dedicated to the sport of tennis. A literal who's who among tennis greats has graced the courts of the Club, including Jack Kramer, Ted Schroeder, Pancho Segura, Pancho Gonzales, Bobby Riggs, Jimmy Connors, John McEnroe, and Arthur Ashe among many others. Most recently the La Jolla Beach & Tennis Club hosted the Davis Cup First Round Tie when the United States defeated Romania in February 2006. The La Jolla Beach & Tennis Club continues to host the USTA National Senior Womens Hard Court Championships in May, and National 40 Hard Court Championship in December.

The La Jolla Beach & Tennis Club, Inc. is a fourth-generation, family-owned and operated company dedicated to the operation of a 14-acre beachside resort in La Jolla, California. The resort includes three properties including the exclusive La Jolla Beach & Tennis Club, the 128-room La Jolla Shores Hotel and the historic Marine Room restaurant. Resort amenities include 14 championship tennis courts, a nine-hole Par-3 golf course, two swimming pools, two additional oceanfront restaurants and cocktail lounges and one of Southern California's only private beaches.

###

Media Contacts:

Elizabeth Ranta, director of marketing
La Jolla Beach & Tennis Club
(858) 551.4669
eranta@ljbtc.com

Sara DeYoung, marketing / communications specialist
La Jolla Beach & Tennis Club
(858) 551.4639
sdeyoung@ljbtc.com