



## FOR IMMEDIATE RELEASE

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### **128<sup>th</sup> ANNUAL PACIFIC COAST MEN'S DOUBLES CHAMPIONSHIP RETURNS TO LA JOLLA BEACH & TENNIS CLUB MARCH 2-5, 2017**

*Club to host up-and-coming men's college players at second-oldest tennis event in the U.S.*

**La Jolla, Calif. - (January 17, 2017)** – The La Jolla Beach & Tennis Club, one of California's most treasured beachfront resorts for almost 85 years, will host the 127<sup>th</sup> Annual Pacific Coast Men's Doubles Tennis Championship, March 2-5. Many of the best NCAA Men's college teams in the country are expected to compete, including:

- Pepperdine
- Rice
- Stanford
- UC Berkeley
- UC Davis
- UC Los Angeles
- UC San Diego
- UC Irvine
- University of Southern California
- University of San Diego
- Boston College
- Boise State
- Claremont-Mudd-Scripps
- Oklahoma State
- San Diego State
- University of Toledo
- Villanova
- William & Mary
- University of Portland

Also entering this tournament will be top teaching pros, promising juniors, college coaches and former tour players, making this one of the most interesting and unusual competitor fields in the country.

La Jolla Beach & Tennis Club welcomes tennis spectators to view the tournament with free admission, however there is a nominal fee for on-site parking. All matches will also be streamed live and can be viewed online via a link on the Club's website.

Named "Club of the Year" for 2011 by the San Diego District Tennis Association and one of the "Top 50 Tennis Resorts in the World" by Tennis Resorts Online, the La Jolla Beach & Tennis Club's reputation as a top tennis destination started when it attracted its first major tournament – the Pacific Coast Men's Doubles Championship in 1942. The tournament is one of the five-oldest tennis events in the world and the second oldest tennis event in the United States. First held in 1890 at The Hotel Del Monte in Monterey, California, the event was created to promote the sale of real estate on the Monterey peninsula. The original concept pitted the best players from the East versus those from the West. This coast-to-coast rivalry was the inspiration for the Davis Cup. Past winners of the Pacific Coast Men's

Doubles Championship include some of the greatest names in tennis, including Jack Kramer, Ted Schroeder, Bobby Riggs, Pancho Segura, Don Budge, Tony Trabert, Stan Smith, Bob Lutz, Arthur Ashe, Dennis Ralston and John McEnroe.

The Club will also be hosting the USTA National Hard Court Championships for Women's 50-90 age groups and La Jolla Beach & Tennis Club Hard Court Tournament for Men's 60-85 age groups on Monday, May 8, through Sunday, May 14.

**About the La Jolla Beach & Tennis Club, Inc.** – La Jolla Beach & Tennis Club is a fourth-generation, family-owned and operated company dedicated to the operation of a 14-acre beachside resort. The resort includes three properties, including the exclusive La Jolla Beach & Tennis Club, the 128-room La Jolla Shores Hotel and the award-winning 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. For more information visit [www.LJBTC.com](http://www.LJBTC.com).

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