



Hong Kong Tennis Association  
香港網球總會



## OAKLEY TEAMS UP WITH HONG KONG TENNIS ASSOCIATION TO KICK OFF THE OAKLEY HONG KONG TENNIS STARS OF THE FUTURE 2022

*OAKLEY TO FOSTER THE LONG-TERM DEVELOPMENT OF JUNIOR TENNIS TRAINING PROGRAMME IN  
PARTNERSHIP WITH HONG KONG TENNIS ASSOCIATION*

**(JULY 24, 2022 – Hong Kong)** — Oakley and Hong Kong Tennis Association (HKTA) announced today their new partnership for the Hong Kong Tennis Stars of The Future 2022 programme during a Kick-off Ceremony at HKTA Tennis Centre. Oakley will become title sponsor of the programme, cementing its commitment to provide a platform for introducing youth to tennis, with the aim to let kids experience this sport and foster the long-term development of junior tennis. Hong Kong Tennis Stars of The Future 2022 is a long-running flagship initiative that HKTA provides a training platform for young beginners to experience tennis and nurture young tennis talents.

First launched in 1992 with the help of former French Open champion, Michael Chang, the Oakley HK Stars of the Future is a beginners' programme for kids between the ages of 5 to 12 thought to introduce youth to tennis in a fun way. It consists of five stages, starting with a Challenge Day for newcomers to have a first taste of the sport. The next three stages are dedicated to training, starting off with the basics in Stage 1 and becoming progressively more advanced in Stages 2 and 3. The Hong Kong Tennis Start of The Future 2022 forms an invaluable part of HKTA's player identification programme to help nurture talented local tennis player at a young age. The partnership with Oakley weds this vision, that truly believes in the power of next generation athletes and aims to promote health and sport to the youth in Hong Kong.

"We take immense pride in knowing that our brand will be the title sponsor of the Tennis Stars of The Future 2022 Programme. Encouraging young people to get involved in sports and providing them with the opportunities to train and compete encapsulates Oakley's belief in the transformational power of sport for a full, vibrant lives. Sport has the power to unite, and we believe that this programme will set a good example in uniting young talents under a shared passion. We are committed to nurture young players and are delighted to continue to be a key long-term stakeholder in the growth of Hong Kong tennis for years to come," **said Milena Cavicchioli, VP Marketing Greater China.**

"I want to personally thank HKTA to partner with Oakley for this year's Tennis Stars of The Future. This is the first collaboration between EssilorLuxottica Hong Kong and the HKTA, and Oakley is extremely proud to foster the development of tennis in our community. I am sure that Oakley and our partners will enrich the relationship with sport and Tennis in Hong Kong market moving ahead." **said Michele Ginocchietti, Wholesale General Manager Greater China.**



**Hong Kong Tennis Association**  
香港網球總會



“We are delighted to partner with Oakley for one of our most key development programmes. Over the last 30 years, the HK Stars of the Future Programme has given tens of thousands of kids the opportunity to try tennis for the first time, giving many a love of tennis and sport for life whilst enabling us to identify future stars of the game. Venise Chan joined the programme as a child and went on to become Hong Kong’s No.1 player and represent Hong Kong in numerous international events, underlining the importance of grassroots initiatives such as this. We look forward to collaborating with Oakley to promote tennis to young people and bringing the programme to new heights,” **said Philip Mok, HKTA President.**

Oakley will support the partnership through the launch of its youth collection, which accommodates players of all ages with the best in eyewear for performance and lifestyle. Born from 45 years of disruptive innovation, Oakley innovators reinvented the science of fit, including sun and prescription styles, designed specifically for youth faces. Whilst very often youth frames are just downsized versions of adult-sized frames and do not properly fit young facial structures, the Oakley R&D Team’s rigorous research made its Youth collection specifically engineered to ensure a properly centered frame and lens. Oakley’s Youth collection includes all the features and benefits of an adult-sized frame, including uncompromising protection and durability, but in eyewear engineered and designed for youth.

Preceding and following the Kick-off Ceremony, an Oakley HK Stars of the Future Challenge Day was held, giving a free tennis trial and fun introduction to the game for kids aged 5-12 years along with games booths and free gifts for the kids and parents. Kids that enrol in the programme will also receive exclusive complimentary Oakley gifts in addition to free tennis racquets and a course certificate.

The partnership represents the latest in Oakley’s continued support of sport around the world. As a leading brand in performance eyewear and apparel, Oakley aims to share the value and power of sport, encouraging the new generation to own the court and play.

-End-

**PHOTO CAPTIONS**

**Photo 1:** (from left to right) Mr. Toby Lo, CEO of Cam 2 Limited, Mr. Ricky Ng, Oakley Sales Manager, Mr. Ben Cheng, Group Managing Director of Optical 88 Ltd., Ms. Venise Chan, Former HK No.1 player, Ms. Chantel Yiu, Singer, Mr. So Wah Wai, 12-time Paralympian Medallist, Mr. Philip Mok, President of Hong Kong Tennis Association and Mr. Christopher Lai, Chief Executive Officer of Hong Kong Tennis Association on stage for the Kick-off Ceremony



**Photo 2:** Former HK No. 1 player Venise Chan, Singer Chantel Yiu and So Wah Wai celebrate the launch of the OAKLEY HK Stars of the Future Programme 2022



**Photo 3:** Former HK No.1 tennis player Venise Chan teaching some tennis skills to Singer, Chantel and 12-time Paralympian Medallist, So Wah Wai



**Photo 4:** Former HK No.1 tennis player Venise Chan sharing her formative experiences as part of the HK Stars of the Future programme





**Photo 5:** HKTA President Philip Mok delivering his speech at the Kick-off Ceremony



**Photo 6 – 9 :** Kids getting a taste of tennis at the Oakley HK Tennis Stars of The Future Challenge Day





Photo 7: Kids and parents enjoying the festivities at the Oakley HK Tennis Stars of The Future Challenge Day



\*\*\*



**Hong Kong Tennis Association**  
香港網球總會



### **Media Enquiries**

For more information, please contact:

Ms. Edith Lun

Tel: (852) 2504-8590 / 9662-6587

Email: [edith.lun@tennishk.org](mailto:edith.lun@tennishk.org)

### **About Oakley, Inc.**

Established in 1975 and headquartered in Southern California, Oakley is one of the leading product design and sport performance brands in the world. The holder of more than 900 patents, Oakley is a culture of creators, inventors, idealists and scientists obsessed with using design and innovation to create products and experiences that inspire greatness. This philosophy has made Oakley one of the most iconic and inimitable brands on the market, with products that world-class athletes around the globe depend on to compete at the highest level possible. Oakley is known for its High Definition Optics®, which features unparalleled optical clarity and precision along with impact resistance and UV protection, incorporated into all of the brand's sun, prescription eyewear and premium goggles. Oakley extended its position as one of the world's leading sports eyewear brand into apparel and accessories. Oakley has men's and women's product lines that appeal to Sports Performance, Active and Lifestyle consumers. Oakley is a subsidiary of Luxottica Group. Additional information is available at [www.oakley.com](http://www.oakley.com).

Oakley® and Prizm™ are trademarks of Oakley, Inc.

© 2020 Oakley, Inc. All rights reserved.

### **About Hong Kong Tennis Association**

The HKTA is a non-profit organization formed in 1909 with over 4,000 individual members and recognised by both the Asian Tennis Federation (ATF) and the International Tennis Federation (ITF). The HKTA's objectives are to promote tennis to all, to nurture talented players to compete at a regional & international level, and to raise the standard of the game in Hong Kong. To meet its objectives, the HKTA organises a number of local and international tennis tournaments, as well as grassroots, junior and elite development programmes, inter-club leagues, coaching certification courses, and a Tennis-For-All open enrollment programme.

Please visit **Error! Hyperlink reference not valid.** for more information.