

PRESS RELEASE

EFG Young Athletes Foundation commits to providing development funding for touring players

(8 April, 2019 – Hong Kong) The Hong Kong Tennis Association (HKTA) announces the official signing ceremony today will mark the launching of the EFG HKTA Tour Team, a commitment by the EFG Young Athletes Foundation that provides financial support to talented young players. Eudice Chong and Cody Wong are selected as the initial beneficiaries of this sponsorship for 2019.

Funding for the EFG HKTA Tour Team entails a total of HKD 3 million (Fund Matching Programme) over the next three years that will allow the players to travel with a personal trainer and physio when competing overseas. The objective is to give these selected players the added support to maximize their performance, as they strive to become the best players they can be, and make Hong Kong proud.

"EFG Young Athletes Foundation has been a valued partner of HKTA since 2015 and junior development as a whole has benefitted tremendously," enthused HKTA President, Philip Mok. "This new sponsorship signifies a further strengthening of our relationship and reinforces both EFG Young Athletes Foundation and HKTA's commitment to player development and the growth of our sport in Hong Kong."

Albert Chiu, Chairman of the EFG Young Athletes Foundation, said: "The EFG Young Athletes Foundation is delighted to continue our partnership with the Hong Kong Tennis Association through the EFG HKTA Tour Team sponsorship. The mission of the EFG Young Athletes Foundation is to develop young local sporting talents and to give them every opportunity to achieve their dreams. We began our humble journey with a number of young golfers back in the 2009. Amongst them is Tiffany Chan who is now an LPGA Tour member, a first for Hong Kong and now, we are glad to support the career development of both Eudice and Cody, who join show-jumper Vincent Capol and golfer Chloe Chan as beneficiaries of the EFG Young Athletes Foundation."

Eudice Chong became a full-time player in June 2018 after she won a record-breaking four consecutive NCAA Division III women's singles titles and held the year-end No. 1 ranking all four years. She made her Fed Cup debut at age 16 and is a two-time Hong Kong representative at the Asian Games, All China Games, and World University Games. She has thus far captured two pro circuit titles in both singles and doubles on the ITF World Tennis Tour. At present, she is ranked at a career-high WTA No. 498 in singles and is just eight spots off her career-best mark of No. 413 in doubles.

Cody Wong had a tremendous 2018 during which she captured her maiden ITF Grade 1 girls' singles title and reached a career-best ITF World Tennis Tour Junior Ranking of No. 23. She also reached the last sixteen at the Australian Open Junior Championships and went undefeated at No. 1 singles to anchor the Hong Kong Junior Fed Cup team a spot in the World Finals.

Both EFG Young Athletes Foundation and HKTA are committed to nurturing young talent and this partnership will provide the necessary tools and resources for these gifted athletes to excel and advance their ambitions.

EFG Young Athletes Foundation has been a supporter of tennis development in Hong Kong since 2015, when it first agreed to a three-year commitment with HKTA that sponsored a number of activities related to tennis development, such as the hosting of international tennis tournaments, teams competing abroad and upgrading tennis training facilities.

Media Enquiry

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Photo captions – Hi-res pictures please download via this link:

<https://drive.google.com/drive/folders/1VZJr5AG2Ghe8LMhIOHptzvwdwu6HNMJ?usp=sharing>

Photo 1 : (right to left) Mr. Albert Chiu, Chairman of EFG Young Athletes Foundation, and Mr. Philip Mok, President of HKTA, after signing a three-year funding agreement to promote tennis development in Hong Kong.



Photo 2 : (left to right) The first EFG HKTA Tour Team athletes, Cody Wong and Eudice Chong, speaking to Mr. Albert Chiu, Chairman of EFG Young Athletes Foundation, and Mr. Philip Mok, President of HKTA, in front of a live audience during the official signing ceremony.



Photo 3 : The first EFG HKTA Tour Team athletes, Cody Wong and Eudice Chong, together with Mr. Chris Lai, CEO of HKTA, Mr. Albert Chiu, Chairman of EFG Young Athletes Foundation, and Mr. Philip Mok, President of HKTA, at the official launch.



Photo 4: (Right to left) Mr. Albert Chiu, Chairman of EFG Young Athletes Foundation, receives a special commemorative gift from Mr. Philip Mok, President of HKTA, to mark the occasion.



Photo 5 : (Right to left) Mr. Albert Chiu, Chairman of EFG Young Athletes Foundation, and Mr. Philip Mok, President of HKTA, witnessing some ball-striking magic from Cody Wong and Eudice Chong.



Photo 6 : (Left to right) The first EFG HKTA Tour Team athletes, Cody Wong and Eudice Chong.



About EFG Young Athletes Foundation

The EFG Young Athletes Foundation was set up in 2009 initially, as the EFG Young Golfers Foundation to support and nurture promising young local golfers of Hong Kong. In 2014, the Foundation changed its name to EFG Young Athletes Foundation to broaden its support for athlete development beyond golf.

The Foundation provides support to scholars through access to high quality coaches, physiologists, nutritionists, training facilities and equipment, to give them every opportunity to fulfil their full potential, and hopefully proudly represent Hong Kong one day.

LPGA Tour Member Tiffany Chan is one of the earliest beneficiaries of the Foundation, while show-jumper Vincent Capol and golfer Chloe Chan are current scholars.



Hong Kong Tennis Association
香港網球總會



About Hong Kong Tennis Association

The HKTA is a non-profit organization formed in 1909. It is the National Sports Association (NSA) for tennis in Hong Kong and is recognized by both the Asian Tennis Federation (ATF) and International Tennis Federation (ITF). HKTA's mission is to promote tennis to all, nurture talented players to compete internationally, and to raise the overall standard of the game. To meet its objectives, HKTA organizes 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 enrolment programme.

To learn more, visit www.tennishk.org.