

Les Halles Cup

The Les Halles Cup is an annual invitational tennis tournament for city youth, open to junior boys and girls (14 years old or younger) in New York, Washington DC and Miami, where Les Halles restaurants are located. Established to inspire a love of tennis and create excitement for the sport through direct participation in a tournament event, Les Halles Cup focuses on fun and rewards to encourage and motivate young players.

Spirit of Les Halles Cup

A ball, a racquet, an opportunity, it's that simple. Begun in 2002 by Philippe Lajaunie, owner of Les Halles restaurants, the Les Halles Cup (LHC) was inspired by a great passion for tennis and sports which provide an athletic challenge outside of team activities. Lajaunie created the event to expose youth to tennis and to stimulate and support their interest at a critical age. The LHC provides an introduction to tournament play and an incentive to pursue tennis. The LHC gives participants a first-hand encounter with the world of professional tennis, along with the preparation, practice and perseverance that lead to success on the court. An important aspect of the Les Halles Cup philosophy includes the encouragement of boys and girls with little or no tennis skills to participate in an organized program alongside players with some experience.



L to R: Philippe Lajaunie, Skylar Morton, Washington DC Mayor Anthony Williams, Saida Bennou, Charlie Brotman and Denise Skinner

The nature of tennis appeals to youth who shy from group sports. An important goal of the LHC is to foster individual qualities in youth and allow their competitive spirit to develop and thrive. Participating in tennis can also serve as a great influential force for youth by instilling confidence and building self-esteem. The mission of LHC demonstrates that self-reliance and hard work contribute to achieving success in life, school and sports through practice and commitment.

The LHC is not just another tournament for kids who have been groomed for competitive tennis through years of coaching. It's an outlet for discovering their talent. Most kids who participate in LHC come through community-based tennis programs, such as the Harlem Junior Tennis Program, the Washington Tennis and Education Foundation, and Southeast Tennis and Learning Center. Whether introducing them to tennis or cheering them on to new heights, LHC can make a difference, as contestants' stories have revealed. These young men and women are proven champions on and off the court.



All semi-final players of the Harlem Week/Les Halles Cup Tournament

“The tournament ... was a godsend. By playing an amateur tournament alongside a pro tournament our youngsters were able to achieve their optimal potential.”

*~ Arnold McKnight,
General Manager & Tennis Director,
Southeast Tennis & Learning Center*

Les Halles Cup Series

A unique part of the Les Halles Cup experience comes from the immediate rewards and incentives that personal contact with the professional tennis world offers. Suited up in their Les Halles Cup polo shirt prior to their own matches, Les Halles Cup participants watch championship players in action and get a taste of the professional tournament environment. Since the nature of tournaments means that there is only one winner, the aim of the LHC is to present prizes and recognition for everyone in order to support their aspirations.

From the Les Halles cities in New York, Washington DC and Miami, Les Halles Cup tournaments coincide with professional tournaments, leading to the finals in Miami where the regional winners are rewarded with a complementary trip to compete in the finals and the Junior Orange Bowl.

The Les Halles Cup Series includes tournaments in each city:

Miami

Miami Tournament coincides with the Nasdaq 100 (renamed Sony Ericsson for the '07 season)

New York

Les Halles Cup / Harlem Week tournament is on the eve of the US Open

Washington, DC

Les Halles Cup coincides with the Legg Mason Tennis Classic



Coin toss: 2006 Washington, DC Tournament

Miami

The Les Halles Cup Finals are played at the home of the Nasdaq 100 (renamed Sony Ericsson for the '07 season)

The winners of the regional qualifying tournaments in Miami, New York and Washington, DC also compete in the Junior Orange Bowl of Tennis in Miami.

Qualifiers

Each tournament starts with a Players Registration and Draw Party held at local Les Halles restaurants. Players are welcomed with an official Les Halles Cup polo shirt to wear during competition, a Les Halles gift certificate, Babolat racquet strings and apparel, and gifts from local sponsors and a ticket to the kids day events at the corresponding professional tournament.

Finals

The winner for each division at regional tournaments is qualified to compete in the Les Halles Cup finals and is registered at the Junior Orange Bowl. Finalists are rewarded with round-trip airfare and hotel accommodations for two to sunny Miami in December. At the Nasdaq stadium court, players compete to determine the year's Les Halles Cup champion and enjoy the opportunity to experience world-class competition in matches with some of the best junior tennis players from around the world. In addition to earning the title of Les Halles Cup winner, finalists receive a trophy, medal, and gift certificates.



Jerel Pleasant defending his title in 2006



Tennis pros teach kids on Pennsylvania Avenue in front of Les Halles

Achievements

Achievements in just four years range have turned this tournament into a youth tennis event recognized for its excellence. Members of the Les Halles Tennis Foundation Board have contributed to its progress, helping to advance the Les Halles Cup profile in each city.

A sample of noteworthy accomplishments:

- Started each tournament with a capacity draw of 16 players in both boys and girls divisions
- Expanded with the addition of a 12-and-under bracket in New York City
- Created new partnerships
- Increased tournament profile visibility among media and general public
- Advanced credibility with the national and international tennis community

A Tennis Clinic and Information Fair staged at 1200 Pennsylvania Avenue, a few blocks from the White House and against the backdrop of the United States Capitol Building was added to the Les Halles Cup Series in 2006. This high-visibility and convenient location garnered intense interest from the local community as well as passers by. Local residents and tourists from all over the world stopped to inquire about the tennis game in the middle of the street and observe tennis coaching by Wimbledon Men's Doubles '05 champs, Wesley Moodie and Steven Huss.

The Les Halles Tennis Foundation (LHTF) is closely working with business, civic and government leaders. In just the past year the Foundation has increased its partnerships with local organizations in Washington, DC; including the Department of Parks and Recreation to the Federal Bureau of Investigation's youth and community outreach programs. Other relationships include the Washington Tennis Association, USTA Mid-Atlantic, and Office of the Mayor and City Council.

Whether opening up the local dining scene to "American Beef, French Style," or opening the world of tennis to local youth Philippe Lajaunie maintains a deep commitment to leading corporate citizenship by example. To accomplish its goal of generating a life-long passion for the sport, the unique experience offers a personal encounter with the excitement of professional tennis tournaments and demonstrates how success on the court leads to success in school and life.

LHTF was also the title sponsor of the Orange Bowl International Tennis Classic three years in a row.

“George Washington University looks for opportunities to improve the quality of life of children in the city, to partner with the City Council and local business. The Les Halles Cup was a perfect match.”

*~ Bernard Demczuk,
Assistant Vice President for District of Columbia Affairs,
George Washington University*



2006 Les Halles Cup/Harlem Week Tournament

Partnerships & Sponsorships

“The Les Halles Cup is a wonderful opportunity for D.C. Youth. It is also a great example of what can happen when people from the private and public sector work together to achieve a common goal.”

*~ Harold Brazil
former Washington, D.C. Councilmember*



L to R: Philippe Lajaunie, Tylah Gant, Allie Hing and Dante Brown

The scope of Les Halles Cup events has benefited from many generous sponsors and affiliations. Returning each year these partners include corporate and nonprofit organizations. The steadfast support of Babolat in each city has been a significant endorsement. The support of SFX and the efforts of individuals, tournament directors and organizations and leaders in each community are an integral element in making the Les Halles Cup successful. New partnerships continue to join, contributing to the vitality of the Les Halles Cup experience. The Tournament Series and Foundation show tremendous potential for further growth through additional sponsors and event activities in all three cities.

Sponsors

Les Halles Cup Series:

Babolat
Ciao Bella
Wilson Tennis Balls
Volvic Water

New York:

New York Junior Tennis League
Harlem Junior Tennis Program
New York Tennis Club
Gilad Bloom Tennis

Washington, DC:

Comcast
George Washington University
Mayor Anthony Williams
and the Washington, DC Council
Washington, DC Dept. of Parks and Recreation
Southeast Tennis and Learning Center
Washington Tennis & Education Foundation
William H.G. FitzGerald Tennis Center

Miami:

Coral Gables Tennis Association

“This was a great example of a true working collaboration between the private and public sectors to address community concerns and interest. Comcast was thrilled to partner...and to give our District youth the chance to participate in such an exciting event.”

*~ Donna Rattley
Comcast Cablevision*

The Les Halles Tennis Foundation

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www.LesHalles.net/tennis.php

The Les Halles Tennis Foundation is a 501 (c)3 non-profit organization.