

History and Mission

Created in 2002, the Les Halles Cup is an annual invitational tennis tournament for junior boys and girls, 14 years old or younger; from the heart of “Les Halles” cities, New York, Washington D.C. and Miami. The objective of the Les Halles Cup is to inspire a love of and excitement for tennis in city youth through participation in a tournament event focused on having immediate rewards and fun. The game of tennis is a great motivating force for youths. The individual nature of the sport helps youth realize their potential, build self esteem and become active participants in life, understanding how hard work helps to achieve success.

Held in conjunction with a professional tournament, the Les Halles Cup provides participants with a behind the scenes look at the world of international professional tennis and the preparation, practice and perseverance that lead to success on the court. Previous Les Halles Cup winners have gone on to compete in international junior tennis competition.

The Tournament

Junior tennis tournaments can often be frustrating for kids particularly as only the one who is the winner will get the rewards. Training and preparation is intense and often the taste of what future success looks and feels like is distant. The Les Halles Cup is designed to provide support and encouragement and rewards to players from the start. The tournament is also open to players with little or no experience with tennis and players who have some experience in an organized program. All players experience the excitement and rewards of competition.

Qualifiers

The Les Halles Cup is comprised of three qualifying tournaments, comprised of 16 boys and 16 girls, in each city. The corresponding professional tournaments to the Les Halles Cup qualifiers are the **Nasdaq-100 Open** in Miami, the **Legg Mason Tennis Classic** in Washington, DC and the **US Open** in New York.

Each Les Halles Cup tournament starts with a Players Registration and Draw Party, held at the local Les Halles restaurant. Players are welcomed to the tournament with an official Les Halles Cup polo shirt to wear during competition, a Les Halles gift certificate, Babolat racquet strings and apparel, and other gifts from local sponsors. Also, each player receives one entry to Kids Day of the professional tournament. During the Les Halles Cup, each round winner receives two tickets to the professional matches being played immediately following their own match. Tournament winners and finalists receive \$100 and \$75 gift certificates respectively, a Babolat racquet, strings and equipment bag. The winner receives automatic entry into the Les Halles Cup Finals, round-trip airfare to Miami for two, hotel accommodations for the finals and the entry fee to Junior Orange Bowl.

Finals

An extraordinary challenge, the Les Halles Cup Finals are held during the Junior Orange Bowl in Miami, the 2004 Les Halles Cup Final matches were played in NASDAQ stadium court, the home of the premier international junior tennis competition. Players get to experience world-class junior tennis competition and have the opportunity to compete against some of the best junior players from around the world, including some players who will eventually join the ranks of the professional tour. In 2004, the final reward for the Les Halles Cup winners was a trip to Paris during the junior tournament at French Open.

Les Halles Tennis Foundation, Ltd. (LHTF)

The most important goal of the Les Halles Cup, remains the desire to introduce kids, who might not otherwise be exposed to the sport, to the game of tennis and generate a passion for the game by showing them that learning and practicing can lead to success on the tennis court, in school and in life. It is the goal of the LHTF to support activities and a tournament experience that will induce a long lasting love of tennis in the Les Halles Cup participants and their friends as a mirror of professional life.

The LHTF is a not for profit organization, status 501(C)3. The LHTF works with civic and community leaders in each of the Les Halles cities to support and promote youth tennis.

The Les Halles Cup requires, like the International Tennis Federation, that players be age 14 or under until December 31 of the year in which they compete in a Les Halles Cup Qualifier or the Les Halles Cup Finals. Player must reside in the city of qualifier for which they register.

Les Halles Restaurant Group

Guided by owner and founder, Philippe Lajaunie, the Les Halles Group has a deep commitment to the local community in each “Les Halles” city. Whether opening up the local dining scene to “American Beef, French Style” or opening up the world of tennis to local youth, the Les Halles Group is committed to leading good corporate citizenship by example. In addition to developing and supporting the Les Halles Cup Series, the Les Halles Restaurant Group extended its commitment to youth tennis by becoming the presenting sponsor of the premier international junior tennis tournament, the Orange Bowl. Les Halles has been the presenting sponsor since 2003.

2004 Les Halles Cup Qualifiers

MIAMI

Junior and professional tennis converged for the start of the Miami Les Halles Cup Qualifier on March 28, 2004 as Les Halles hosted back-to-back players parties for the Les Halles Cup and Nasdaq-100.

Introducing kids to the world of professional tennis is one of the unique experiences the LHC provides to its participants and this year the kids were treated to an up close and personal encounter. No sooner had the junior competitors wrapped up the fun and anticipation of the 2004 Les Halles Cup registration and draw than the Nasdaq-100 professional players were welcomed to kick off their tournament. The Les Halles Cup players could not believe their eyes!

Ponce de Leon Avenue, home to Les Halles Miami was closed to traffic to accommodate a regulation tennis court complete with Astroturf and portable lighting treating fans to a little friendly exhibition tennis by the junior and professional players. **Coral Gables Mayor Don Slesnick** demonstrated his tennis skill when he took a turn at hitting with **Mardy Fish**. The **Biltmore Tennis Center** hosted tournament matches, under the direction of **Claudio Chappuzeau**, Tournament Director and watched play their way to victory as our 2004 winners.

WASHINGTON, DC

Tennis came to Pennsylvania Avenue on August 13, 2004 as city leaders joined kids from across Washington, DC for the Players Registration and Draw Party of the **2004 Les Halles Cup**. Held at **Brasserie Les Halles**, players were greeted by tournament founder **Philippe Lajaunie** who hosted the registration and draw party.

Lajaunie was joined in welcoming players by tournament sponsors **Comcast, Babolat, Councilmember Harold Brazil, Legg Mason Tennis Classic** and the **George Washington University**. The generosity of **Comcast's** sponsorship allowed players to register for the tournament at no cost and French tennis equipment manufacturer **Babolat** provided racquets and equipment bags to tournament finalists and winners. Also on hand to encourage the players were **Mr. Michael Akin**, Director of District and Community Affairs at The George Washington University; **Dr. Arnold McKnight**, Director, Southeast Tennis and Learning Center (SETLC); and **Mr. Willis Thomas**, Director of Tennis at the Washington Tennis & Education Foundation (WTEF) and Les Halles Cup Tournament Director. The WTEF and SETLC provide programs to the Washington, DC community to support academic development in youth through sports.

The players, their parents and tournament sponsors were honored by the presentation of a DC Council Resolution by Councilmember Harold Brazil and a Mayoral proclamation presented by **Desi Deschene**, Community Affairs Representative for Mayor Anthony Williams, designating August 13, 2004 Les Halles Cup Day in Washington, DC. Michael Akin further encouraged the players by connecting their tennis competition with success in academics.

First round matches got underway at 3:00 p.m. on Monday, August 16 at the **William H.G. FitzGerald Tennis Center**, home of the WTEF and the Legg Mason Tennis Classic. Les Halles Cup competitors play on courts located in the same complex where the Legg Mason professionals compete. **Mayor Anthony Williams** joined the spectators and **Eleni Rossides**, the incoming Executive Director of the WTEF, for the conclusion of the tournament on Saturday, August 21 and wins by **Eric Chavous** and **Tameka Mitchell**.

NEW YORK

The U.S Open provided the background venue and professional connection for the junior players participating in the Les Halles Cup and ushered in a first-time partnership with **Skip Harman** and the **New York Junior Tennis League (NYJTL)**.

Support for local youth tennis increased as favorite Les Halles dishes of former **Mayor David Dinkins** and **Andy Roddick** were feature selections during the **US Open**. Each time the Dinkins or Roddick favorites were ordered the NYJTL received half of the proceeds, allowing tennis fans and unsuspecting diners to help support local youth tennis programs.

The Les Halles Cup tournament matches were played under sparkling late-summer New York skies a huge improvement over the previous year's competition deluged with rain and plagued with delays. Tournament Director **Gilad Bloom** and the **New York Tennis Club** hosted the matches, the finals being played on Saturday, September 4, 2004, with **Shanan Featherston** becoming the girls winner and **Luis Rodriguez**, winning the boys category.

FINALS

In early December, the Les Halles Cup Finals were played in conjunctions with the Orange Bowl and Junior Orange Bowl of Tennis. Yolanda Leacock and Jack Bolling play their way to victory.

Thank you

The LHTF is grateful to all of the sponsors, community leaders, local tennis programs and professionals that make every tournament so successful and rewarding for the players. It is thanks to the efforts of individuals, tournament directors and organizations in each community that the Foundation owes a tremendous gratitude. Of particular note, is the steadfast support by **Babolat** of the Les Halles Cup in each city. Year in and year they have provided caps, strings and t-shirts for all players and outfitted Les Halles Cup finalists and the winners with a new racquet, strings and equipment bag to support their pursuit of tennis. The Foundation also grateful for the support from the United States Tennis Association (USTA), the Legg Mason Tennis Classic, Nasdaq-100 Open, the US Open and SFX for their commitment to youth tennis. Support for tennis in the 'Les Halles' cities is through the generosity of:

Miami

Pablo Arraya and the Pablo Arraya Tennis Academy • Miami Mayor Don Slesnick • Orange Bowl • Junior Orange Bowl • Coral Gables Tennis Association • Greater Miami Tennis Association • Biltmore Tennis Center

Washington, DC

Comcast • George Washington University • Mayor Anthony Williams • the Washington, DC Council • Councilmember Harold Brazil, Chairman, Committee on Education, Libraries and Recreation • Southeast Tennis and Learning Center • Washington Tennis & Education Foundation • William H.G. FitzGerald Tennis Center

New York

Skip Harman • New York Junior Tennis League • Gilad Bloom • Gilad Bloom Tennis • New York Tennis Club