

THE OFFICIAL MAGAZINE OF THE

CHALLENGE

SUMMER 2026 *ISSUE*

THE CHALLENGE RETURNS

*WORLD-CLASS TENNIS RETURNS
TO BERKS COUNTY*

A NEW, EXCLUSIVE NIGHT:

AN EVENING WITH ELLESSE

FEATURING ELLESSE

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MESSAGES FROM OUR TEAM



A MESSAGE FROM THE EVENT HOSTS: THE EMKEY FAMILY

As a family, we would like to welcome you to the Emkey Tennis Garden for the Performance Volvo Cars Pro Tennis Challenge. It is an honor to host world class tennis in our own backyard for a great cause. Together with you, we can use tennis to make an impact with the Olivet Boys & Girls Club. We are proud to support this wonderful cause and raise funds through the proceeds of our event. We appreciate and thank all of the hard working staff and volunteers that continue to make the event possible and look forward to enjoying the event with you this year.

Yours in tennis,
The Emkey Family

A MESSAGE FROM THE EVENT DIRECTOR: RYAN KNARR

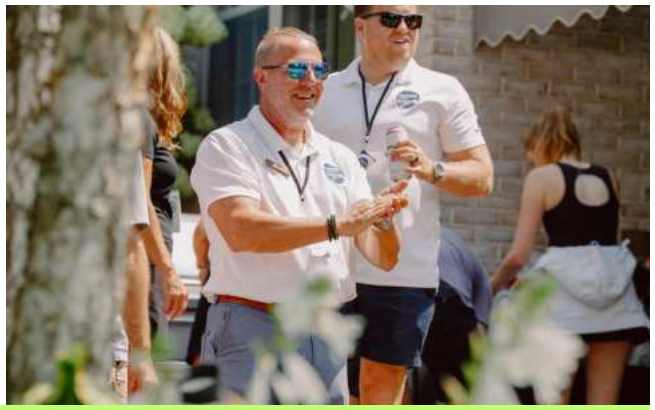
Thank you for attending the Performance Volvo Cars Pro Tennis Challenge. Now in our 7th year, we are thrilled to welcome world class tennis back to Berks County for a great cause. We strive to use this event as a platform in tennis where giving is more important than taking, where values are more important than victories, and where making people better is more important than beating them. We hope you enjoy the event.

Dream big,
Ryan J. Knarr

President of USTA Middle States Board of Directors



A HUGE THANKS TO:



TOURNAMENT DIRECTOR

RYAN KNARR

DIRECTOR OF OPERATIONS

DAVE EMKEY

TITLE SPONSOR

PERFORMANCE VOLVO CARS

PRESENTING SPONSOR

ELLESSE

2026 BENEFICIARY

OLIVET BOYS & GIRLS CLUB

MAGAZINE PHOTOGRAPHY

**RACHEL HARTING
KYLE HACKENBERG & DALLAS VOGELI**

HOSTING FAMILY

THE EMKEY FAMILY



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FACEBOOK



EDITOR NOTES

WELCOME TO THE 2026 TOURNAMENT



One year ago, if you had asked me about tennis, I probably couldn't have told you much. Before the Performance Volvo Cars Pro Tennis Challenge, I had never really watched the sport. But as a lifelong athlete, the moment I learned our team would be sponsoring this tournament, I was excited to be part of something that brought together elite competition and our local community.

A year later, I can honestly say this tournament changed me. I found myself following professional tennis, cheering for players I had met here in Berks County, and discovering a whole new appreciation for the sport. What started as a marketing project quickly became something much more meaningful.

As Marketing Lead and Editor for this year's tournament magazine, I am incredibly grateful to once again help tell the stories that make this event so special. From the players and volunteers to our sponsors and community partners, every person involved helps create an experience that extends far beyond the tennis court.

While I won't be courtside this year as I begin an exciting new chapter at Florida Gulf Coast University, I'll still be cheering on the tournament from afar. Thanks to our partnership with Cracked Racquets, I'll be able to follow the action throughout the week and continue supporting an event that has meant so much to me. I'm incredibly grateful to have been part of the Performance Volvo Cars Pro Tennis Challenge for a second year, and I can't wait to see another unforgettable tournament unfold.

Whether you're a lifelong tennis fan or attending your very first match, I hope this tournament leaves you with the same excitement, competitive spirit, and joy that it gave me. Thank you for being part of another incredible year of the Performance Volvo Cars Pro Tennis Challenge. Enjoy the tournament, and we look forward to seeing you courtside.

Madelyn Henne

Marketing Lead & Editor

2026 Performance Volvo Cars Pro Tennis Challenge Magazine

2026 SCHEDULE

Sunday, August 16, 2026

- **12:30PM – 1:30PM**
 - Performance Volvo Cars Pro Tennis Challenge Junior Clinic presented by Philo Physical Therapy (Hampden Park, Reading)
- **2:30PM – 4:00PM**
 - Performance Volvo Cars Media Day (Emkey Tennis Garden)
- **4:30PM – 8:00PM**
 - VIP Player/Sponsor/Staff Dinner & Exhibition Mixed Match (Emkey Tennis Garden, **by invitation only**)
 - 4:30PM – 5:30PM – On Court Music, Food, and Drinks
 - 5:30PM – 6:00PM – On Court Presentation
 - 6:00PM – Doubles/Mixed Doubles Exhibition Featuring Sem Verbeek

Monday, August 17, 2026

- **9:30AM** – First Match (Emkey Tennis Garden)
- **11:30AM** – Second Match (Emkey Tennis Garden)
- **1:30PM** – Third Match (Emkey Tennis Garden)
- **3:30PM** – Fourth Match (Emkey Tennis Garden)
- **5:00PM**
 - Ellesse Dinner (Emkey Tennis Garden Veranda/Deck Area, **by invitation only**)
- **5:30PM** – Fifth Match (Emkey Tennis Garden)
- **7:00PM**
 - On Court Presentations (Emkey Tennis Garden)
 - Olivet Boys and Girls Club of Reading
 - Berks County Tennis Hall of Fame Inductees 2026
- **7:30PM** – Sixth Match (Emkey Tennis Garden, Night Match)

Tuesday, August 18, 2026

- **3:00PM**
 - Olivet Boys and Girls Club Junior Clinic (Emkey Tennis Garden)
- **4:30PM**
 - Doubles/Mixed Doubles/Women's Singles Exhibition (Emkey Tennis Garden)
- **6:00PM**
 - Men's Singles Championship

Food Trucks

- **Fools Cafe**
 - Monday, 8/17
 - 8:30AM – Breakfast & Coffee, Lunch
 - Tuesday, 8/18
 - 4:00PM – Dinner
- **PA and Proud**
 - Monday, 8/17
 - 11:00AM – 7:00PM

2026 PLAYERS



BILLY HARRIS
GREAT BRITAIN



DK SURESH
INDIA



FELIX CORWIN
UNITED STATES



RAMKUMAR RAMANATHAN
INDIA



ANDRES MARTIN
UNITED STATES



NICHOLAS BYBEL
UNITED STATES




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COLLISION CENTER

**BUILT ON TRUST.
RESTORED WITH PRECISION.**

THE 2025 TOURNAMENT: A RECAP

A LOOK BACK AT THE PLAYERS, FANS, AND EXCITEMENT THAT DEFINED THE 2025 TOURNAMENT

The 2025 Performance Volvo Cars Pro Tennis Challenge once again brought professional tennis to Berks County, giving local fans the opportunity to watch elite players play at the one-of-a-kind Emkey Tennis Garden in Wyomissing, PA. Now in its sixth year, the tournament has become a staple on the regional tennis calendar and continues to attract talented players from around the world as they prepare for the US Open.

A Premier Tune-Up Event

The 2025 tournament featured an impressive field of professional players representing multiple countries and competing at the highest levels of the sport. For many of these athletes, the event served as a valuable opportunity to fine-tune their game ahead of the final Grand Slam of the season. Over the years, the tournament has welcomed a number of accomplished players, including former ATP Top 10 competitors, Davis Cup players, Grand Slam participants, and NCAA champions. The level of competition continues to grow each year, providing spectators with exciting and high-quality matches, right in their backyard... literally.

The Championship: Choinski v. Harris

The 2025 tournament concluded with a thrilling championship match between Jan Choinski of Great Britain and Billy Harris of Great Britain. Choinski ultimately captured the title marking his second consecutive championship at the event after also winning the tournament in 2024. Harris delivered an impressive performance throughout the tournament as well, battling his way to the finals and showcasing the depth of talent on the court.



LEFT: JAN CHOINSKI OF GREAT BRITAIN AFTER WINNING THE TOURNAMENT
RIGHT: KP PANNU OF NEW ZEALAND AND RYAN KNARR AFTER KP'S FINAL MATCH

Supporting An Important Cause

In addition to showcasing world-class tennis, the 2025 tournament continued the event's tradition of supporting meaningful causes in the community. This past year, the tournament partnered with the IM ABLE Foundation, an organization dedicated to providing opportunities for individuals with disabilities through adaptive sports programs. The partnership placed a special emphasis on wheelchair tennis, highlighting the tournament's commitment to using tennis as a platform to positively impact lives.

A Special Moment For A Fan Favorite

One of the most memorable moments of the 2025 event came after the matches concluded when the tournament hosted a retirement ceremony for KP Pannu, a professional player from Wellington, New Zealand. Pannu had become a familiar and beloved presence at the event over the years, building a strong connection with the Berks County tennis community. His ceremony provided a meaningful moment for players, organizers, and fans to celebrate his career and contributions to the sport.

Continuing To Grow

With the support of Performance Volvo Cars, the Emkey Family, the Berks County Tennis Association, and the IM ABLE Foundation, the Performance Volvo Cars Pro Tennis Challenge continues to grow as a premier tennis event in the region. As the only professional men's tennis event held in Pennsylvania, the tournament offers local fans a rare opportunity to experience elite tennis while also supporting important community initiatives. The 2025 Performance Volvo Cars Pro Tennis Challenge once again proved that world-class tennis can thrive right here in Berks County.

A NIGHT WITH ELLESSE: AN EXCLUSIVE EVENING

During the week of the Performance Volvo Cars Pro Tennis Challenge, guests will have the opportunity to experience something truly special: A Night With Ellesse. This event is an intimate evening that blends world-class tennis, Italian fashion, and certainly unforgettable cuisine. Held on the patio at the Emkey Tennis Garden, this exclusive event will bring together a select group of invited guests, sponsors, and influencers for a celebration inspired by the Italian philosophy of La Dolce Vita or The Sweet Life. With attendance limited to just 50 guests, the evening promises a relaxed yet refined atmosphere where tennis, style, and hospitality all come together.



Italian Heritage Meets Modern Tennis

As the presenting sponsor of the tournament, Ellesse brings a long history of blending sport and style. Founded in Italy, the brand has been closely connected to tennis culture for decades, known for its distinctive designs that combine performance with timeless European fashion. A Night With Ellesse celebrates that heritage by creating an experience that feels uniquely Italian; filled with elegance, vibrance, and centered around enjoying great moments with great people. Guests will enjoy a front-row view of the tournament's action while immersing themselves in the energy of the evening, where tennis becomes more than just a match; it becomes a lifestyle.

Umbrian Cuisine by Salute

Adding to the experience is a curated culinary offering from Salute Ristorante, one of the area's most beloved destinations for authentic Italian cuisine. For the evening, Salute will present a menu inspired by the flavors of Umbria, a region in central Italy known for its rustic elegance and deeply rooted culinary traditions. Guests can expect dishes that celebrate fresh ingredients, rich flavors, and the warmth of traditional Italian hospitality. Paired with classic Italian cocktails and refreshments, the menu will bring a true taste of Italy to the Emkey Tennis Garden, perfectly complementing the spirit of the evening. Salute's dedication to quality and authenticity has made it a standout in the local dining scene, and their presence at the event adds an extra layer of sophistication to an already memorable night.

An Evening of Tennis, Style, and Community

A Night With Ellesse is designed to bring together a unique mix of people who share a passion for sport, culture, and community. Sponsors, invited guests, and influencers will have the opportunity to connect in an environment that feels both exclusive and welcoming. Set against the backdrop of professional tennis at the Performance Volvo Cars Pro Tennis Challenge, the evening captures the essence of what makes the entire event so special: bringing people together to celebrate great competition while enjoying the finer details that elevate the experience. From Italian-inspired cuisine to world-class tennis and stylish surroundings, the evening promises to embody the spirit of La Dolce Vita.

SPOTLIGHT ON THE OLIVET BOYS & GIRLS CLUB

MEET THE 2026 BENEFICIARY

Each year, the Performance Volvo Cars Pro Tennis Challenge partners with a local organization that shares its commitment to giving back. In 2026, that organization is the Olivet Boys & Girls Club, which has been serving children and families throughout Berks County for generations. More than an after-school program, Olivet helps young people learn, grow, and reach their full potential in a safe environment. Through this year's tournament, every match and every ticket sold helps support that mission.

A LEGACY OF SERVING BERKS COUNTY

For more than a century, the Olivet Boys & Girls Club has been a trusted resource for children and families across Reading and Berks County. As one of the original charter members of the Boys & Girls Clubs of America, the organization has built a legacy of creating opportunities for local youth. Through the years, Olivet has continued to evolve while remaining dedicated to helping every child succeed.

Today, the club offers academic support, sports, leadership programs, and summer activities that encourage confidence and personal growth. These opportunities help members build important life skills both inside and outside the classroom. By creating positive experiences and meaningful relationships, Olivet empowers children to become caring, responsible members of the community.



MORE THAN AN AFTER-SCHOOL PROGRAM

The Olivet Boys & Girls Club provides far more than a place to spend time after school. Children have access to caring mentors, educational resources, and opportunities that help prepare them for the future. The club promotes academic success, healthy lifestyles, and strong character while giving families peace of mind that their children are in a safe, supportive environment. Whether participating in athletics, creative activities, or leadership programs, members develop skills that last a lifetime. Every program is designed to help young people grow into confident and compassionate adults.

WHY THE PERFORMANCE VOLVO CARS PRO TENNIS CHALLENGE CHOSE OLIVET

The Performance Volvo Cars Pro Tennis Challenge has always been about more than great tennis. The tournament is committed to supporting organizations that make a meaningful impact throughout Berks County. This year, 100 percent of tournament proceeds will benefit the Olivet Boys & Girls Club and the children and families it serves. Every fan, sponsor, volunteer, and player helps make that impact possible. Together, the tournament and Olivet are creating opportunities that extend well beyond the court.



THE REAL PERFORMANCE ADVANTAGE



Most people know the Performance Advantage as the complimentary maintenance program available with every new vehicle purchase at Performance Motors. From oil changes and tire rotations to Pennsylvania state inspections and multi point inspections, the program helps customers save money and enjoy peace of mind long after they leave the dealership. It is one of the many ways we continue caring for our customers long after the sale.

But the Performance Advantage is about more than vehicle ownership. It reflects the values that have guided Performance Motors for generations. Every customer who chooses Performance becomes part of a company that believes success should be shared with the communities that have supported us along the way.

LEARN MORE



BEYOND THE DEALERSHIP

That commitment reaches far beyond our showroom doors. Throughout the year, Performance Motors proudly supports local nonprofits, schools, youth organizations, community events, and charitable initiatives across Berks County and the surrounding region. Giving back is not simply something we do. It is part of who we are.

The Performance Volvo Cars Pro Tennis Challenge is one example of that mission in action. The tournament brings world class professional tennis to Berks County while also benefiting a local nonprofit organization each year. It is a celebration of competition, community, and giving back, all working together to create something greater than the event itself.



A LASTING IMPACT

Every dealership, every employee, and every community partnership contributes to the same goal of making a positive difference. Whether welcoming customers into our showrooms, volunteering at local events, or supporting organizations that strengthen our neighborhoods, we believe every interaction matters.

The complimentary maintenance included with the Performance Advantage is an excellent place to begin, but it is only part of the story. The real Performance Advantage is knowing that when you choose Performance Motors, you are supporting a company that is committed to driving our communities forward for years to come.



THE STORY BEHIND THE TENNIS CHALLENGE



Every great event has a story behind it. For the Performance Volvo Cars Pro Tennis Challenge, that story began with a simple idea: bring professional tennis back to Berks County and create an event that would inspire the next generation of players. What started as a bold vision during one of the most uncertain times in sports has now grown into one of the most exciting traditions on the regional tennis calendar.

A Tournament Born During an Uncertain Time

The first tournament took place in August of 2020, when much of the sports world had come to a halt due to the COVID-19 pandemic. Professional tennis players around the globe were struggling to find opportunities to compete, particularly ahead of the US Open. Seeing that, Ryan Knarr and David (Dave) Emkey came together with the Emkey Family and the Berks County Tennis Association to create a solution.

In just six weeks, the team organized a professional tournament at the Emkey Tennis Garden in Wyomissing, PA, launching what was then known as the Lotto Elite Pro Tennis Challenge. Strict health protocols were in place and attendance was limited, but a small group of lucky fans witnessed something special: professional tennis returning to Berks County for the first time since 2011.

The inaugural championship match featured Denis Kudla and Thai-Son Kwiatkowski, with Kudla becoming the first champion in tournament history. More importantly, the event proved something bigger: that world-class tennis could once again thrive in Berks County.

Carrying on a Rich Local Tennis Tradition

Berks County has a long history of professional tennis events that have brought the sport's biggest names to the area. From the Berks County Tennis Club events to the Bachman Open, the Eagle Open, and the beloved American Red Cross Legends of Tennis, generations of tennis fans grew up watching top-level players compete locally.

For many in the community, those events helped shape their love of the game. Today, the Performance Volvo Cars Pro Tennis Challenge proudly carries that tradition forward, introducing a new generation of players and fans to professional tennis right here in Berks County.

Growing Year After Year

Since its debut, the tournament has continued to evolve and expand. The event has taken on several names as new partnerships helped grow the tournament's reach:

2020–2021: Lotto Elite Pro Tennis Challenge

2023–2024: Ellesse Pro Tennis Challenge

2025–Present: Performance Volvo Cars Pro Tennis Challenge

The tournament has also gained international exposure. Beginning in 2021, the event partnered with Cracked Racquets, one of the largest tennis broadcasters in the United States, allowing matches to be streamed to audiences around the world.

In 2023, the addition of the Tweeners lighting system at the Emkey Tennis Garden allowed for evening matches, creating an even more exciting atmosphere for players and fans alike.

The tournament has also been featured on national platforms including Tennis Channel coverage and even a viral SportsCenter Top 10 play in 2024, when New Zealand's KP Pannu executed an incredible between-the-legs serve followed by a between-the-legs volley.

In 2025, the tournament introduced another exciting addition with the debut of a Women's Exhibition Match, expanding the event's programming and giving fans the opportunity to experience even more high-level tennis. The exhibition featured Elizabeth Ionescu, who has since gone on to begin her collegiate career as a freshman at the University of Texas, facing Mariia Kozyreva. The match showcased the skill, athleticism, and competitiveness of women's tennis while adding a new and exciting dimension to the tournament experience.

The event also featured a mixed doubles exhibition, giving fans another opportunity to see a different style of play on the court and further celebrating the diversity of the sport. Together, these additions reflected the tournament's continued commitment to growing the game and creating new experiences for tennis fans in Berks County.



World-Class Players in Berks County

18

Over the years, the tournament has welcomed an impressive list of professional players from around the world, including:

- **Ernestas Gulbis:** Former ATP Top 10 player
- **Chris Eubanks:** Wimbledon quarterfinalist and top-40 ATP player
- **Ryan Harrison:** Former French Open doubles champion
- **Sumit Nagal:** Former India #1 player
- **Hugo Gaston:** Top-60 ATP player
- **Jan Choinski:** ATP Challenger champion, ATP No. 100, and two-time tournament winner
- **Michael Zheng:** NCAA singles champion and Wimbledon Boys finalist
- **Ramkumar Ramanathan:** Davis Cup player for India
- **Sem Verbeek:** 2025 Wimbledon Mixed Doubles Champion

These athletes, along with many others, have helped make the Pro Tennis Challenge one of the most competitive and exciting tennis events in the region.



CHAMPIONS THROUGHOUT THE YEARS

YEAR	CHAMPION	FINALIST
2020	Denis Kudla (USA)	Thai-Son Kwiatkowski (USA)
2021	Mukund Sasikumar (India)	Ernestas Gulbis (Latvia)
2022	Sumit Nagal (India)	Michael Zheng (USA)
2023	Filip Misolic (Austria)	Michael Zheng (USA)
2024	Jan Choinski (Great Britain)	Alexis Galarneau (Canada)
2025	Jan Choinski (Great Britain)	Billy Harris (Great Britain)

A Tournament That Gives Back

From the beginning, the Pro Tennis Challenge has always been about more than just competition. Each year, the tournament partners with organizations that help strengthen the community and grow the game of tennis.



Recent beneficiaries have included:

- **COR Tennis Program (2022 – 2024):** Supporting youth tennis opportunities in the City of Reading
- **ACES for Antietam (2023):** Raising funds to help rebuild the Antietam High School tennis program after devastating floods
- **IM ABLE Foundation (2025):** Supporting adaptive sports and wheelchair tennis initiatives
- **Olivet Boys & Girls Club (2026):** Raising funds to provide local youth with safe spaces, mentorship, and life-changing opportunities.

These partnerships highlight the event's commitment to using tennis as a platform for positive change.



Looking Toward the Future

What began as a six-week effort to bring tennis back during a difficult time has now grown into an annual tradition.

Today, the Performance Volvo Cars Pro Tennis Challenge stands as the only professional men's tennis event in Pennsylvania, drawing elite players, passionate fans, and community partners together each summer.

Through the continued partnership between the Emkey Family, the Berks County Tennis Association, Performance Volvo Cars, and local beneficiaries, the tournament looks poised to grow even further in the years ahead.

And, as it does, it will continue doing what it set out to do from the very beginning: bring world-class tennis to Berks County while making a meaningful impact in the community.

**PERFORMANCE
ADVANTAGE MEANS FREE
OIL CHANGES FOR LIFE.**



ZENNIZ & CRACKED RACQUETS TAKE OVER



EXPLORE THE TECHNOLOGY AND STORYTELLING HELPING CONNECT FANS TO THE GAME LIKE NEVER BEFORE.

THE TECH BEHIND THE MATCH

At the Performance Volvo Cars Pro Tennis Challenge, the level of play is always the first thing that stands out. With top-tier athletes from around the world competing right here in Berks County, the intensity, precision, and talent on display speak for themselves.

But last year, there was something else that caught the attention of players, coaches, and fans alike:

Zenniz.

Zenniz provided the on-court technology for the tournament, introducing a new layer of insight and innovation to an already high-level event. While tennis has always been a sport defined by accuracy and split-second decisions, Zenniz takes that precision and makes it measurable in real time.

Using advanced sensors and tracking systems built directly into the court, Zenniz captures the exact location of every shot. Whether it is a serve clipping the line or a baseline rally pushing players to their limits, the system delivers instant feedback on ball placement with remarkable accuracy. In a sport where inches can determine the outcome of a match, that level of detail is a game-changer.

Beyond line calling, Zenniz also provides in-depth performance data. Players and coaches can analyze shot patterns, rally tendencies, and court positioning, turning each match into a valuable source of insight. What once required hours of film review can now be understood almost instantly, allowing for quicker adjustments and a deeper understanding of the game.

For fans, it adds a whole new dimension to the viewing experience. It is one thing to watch a great point unfold, but it is another to see exactly how and where it happened.

Another highlight from last year's tournament was the presence of Zenniz's Chief Marketing Officer, who attended the event in person. Having a representative at that level on-site not only showcased the importance of the partnership, but also reinforced the tournament's commitment to bringing cutting-edge elements into the experience.

The addition of Zenniz did not take away from the tradition of the sport. Instead, it enhanced it. It blended the timeless competitiveness of tennis with modern technology, creating an environment that feels both authentic and forward-thinking.

As the Performance Volvo Cars Pro Tennis Challenge continues to grow, innovations like Zenniz are helping push it to the next level, for players, for fans, and for the future of the game.



THE VOICES BEHIND THE GAME



As the landscape of tennis continues to evolve, so does the way the sport is shared with audiences around the world. Cracked Racquets has emerged as a leading platform in this space, delivering comprehensive coverage across professional, collegiate, and challenger-level events.

With a focus on high-quality streaming, thoughtful commentary, and consistent digital content, Cracked Racquets plays an important role in connecting fans to levels of tennis that may not always receive traditional broadcast attention.

In an increasingly digital world, accessibility is everything. While the sport's largest tournaments are widely televised, many high-level events rely on streaming to reach broader audiences.

Cracked Racquets helps bridge that gap.



Through reliable, professional-grade broadcasts, they make it possible for fans to follow matches from anywhere in the world. This not only enhances the viewing experience, but also contributes to the growth of the sport by making it more accessible to a global audience.

For players, this visibility is equally valuable. Streaming allows their performances to be seen beyond those physically in attendance, creating opportunities for recognition and connection on a much larger scale.

At last year's Performance Volvo Cars Pro Tennis Challenge, Cracked Racquets played a key role in expanding the tournament's reach.

By streaming matches throughout the event, they brought the energy and level of competition in Berks County to viewers far beyond the local community. Audiences from across the country and around the world were able to experience the tournament in real time, reinforcing its presence on an international stage.

With competitors traveling in from multiple countries, this level of exposure is essential. It highlights not only the global nature of the player field, but also the significance of the tournament within the broader tennis landscape.



Cracked Racquets offers more than a standard broadcast. Their coverage is designed to provide context, insight, and a deeper understanding of the match. Through commentary and analysis, viewers gain a clearer perspective on player strategies, momentum shifts, and the nuances that define high-level tennis.

This added layer of storytelling transforms each match into a more engaging and informed experience, aligning closely with the expectations of today's tennis audience. As the Performance Volvo Cars Pro Tennis Challenge continues to grow, the ability to reach audiences beyond the physical venue will remain a defining factor in its success.

Partnerships with platforms like Cracked Racquets ensure that the tournament is not only experienced on-site, but also shared with a wider global audience. It is a reflection of where the sport is headed, where high-level competition and modern accessibility work hand in hand.

**WATCH LAST YEAR'S
TOURNAMENT**





THE OFFICIAL DRINK OF THE TOURNAMENT

FUELING EVERY SERVE, RALLY, AND UNFORGETTABLE TOURNAMENT MOMENT.



At the Performance Volvo Cars Pro Tennis Challenge, performance is everything. From the athletes competing on court to the atmosphere surrounding each match, every element is designed to support a high-level experience. That includes the tournament's official partner, The Energy Drink.

In a sport defined by endurance, focus, and precision, proper fueling is essential. Matches demand sustained energy and mental clarity, often over long periods of time. Having an official energy partner reflects a commitment to supporting athletes in those moments where performance matters most.

Built on a Mission

What sets The Energy Drink apart is the story behind it. Founded by firefighters, the brand was created with a deeper purpose in mind. It is rooted in a culture of service, resilience, and supporting those who show up when it matters most. That foundation continues to shape the brand today, with an ongoing commitment to giving back to and supporting first responders.

This mission brings a meaningful dimension to the tournament, connecting the intensity of competition with a broader sense of purpose beyond the court.

MORE THAN JUST ENERGY



The Energy Drink is designed to support more than just a quick boost. Modern energy drinks aim to provide sustained focus and alertness, helping individuals stay sharp in high-demand situations. For tennis players, this is especially important. The ability to maintain concentration through long rallies, pressure points, and shifting momentum is often what defines success in a match.

By aligning with a brand that understands performance under pressure, the tournament reinforces its focus on both preparation and execution at the highest level.

A NATURAL FIT FOR A GROWING EVENT

The Performance Volvo Cars Pro Tennis Challenge continues to expand its reach, attracting players from across the globe and building a reputation as a high-level competitive event. The Energy Drink fits seamlessly into that environment. Its emphasis on energy, performance, and purpose mirrors the identity of the tournament itself, creating an experience that is both competitive and meaningful.



The impact of The Energy Drink extends beyond the players competing on court. Members of the Volvo team involved with the tournament, including those working behind the scenes in media and marketing, are also supported by the brand. At the high school level, athletes connected to the event have incorporated the drink into their own training routines, reflecting its reach across multiple levels of sport.

Within the broader community, the presence of The Energy Drink continues to grow. Local partners such as Salute Ristorante Italiano and Dante's 900 carry the product, further connecting the tournament experience to the surrounding area. This local integration reinforces the sense that the tournament is not just an isolated event, but part of a larger community built around performance, energy, and shared experiences.

LOOKING AHEAD

As the Performance Volvo Cars Pro Tennis Challenge continues to grow, partnerships like this will remain an important part of its identity.

The Energy Drink represents more than performance. It represents purpose, resilience, and the energy that drives both athletes and communities forward.

From the first serve to the final point, that energy is felt throughout.

FROM THE COURT TO THE COMMUNITY



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FROM BERKS TO THE U.S. OPEN

FOLLOW THE JOURNEY FROM LOCAL COURTS IN BERKS COUNTY TO TENNIS'S BIGGEST STAGE.



THE BUILD-UP TO A GRAND SLAM



Each August, the tennis world gathers in New York for the U.S. Open, where the sport reaches its most electric and demanding stage. It's where careers are defined, momentum is tested, and the game is played at its highest level. But long before the lights come on in Arthur Ashe Stadium, preparation is already underway. And for many players, that preparation includes a stop in Berks County.

Success at a Grand Slam is never sudden. It is built through intention, repetition, and carefully chosen competition. In the weeks leading up to the U.S. Open, players are focused on:

- Adjusting to hard court conditions
- Refining timing and shot selection
- Building match endurance
- Finding rhythm against high-level opponents

Tournaments like the Performance Volvo Cars Pro Tennis Challenge offer a unique opportunity to do exactly that. They provide meaningful competition in an environment that is both focused and controlled, allowing players to sharpen their game at precisely the right moment in the season.

The impact of this event is not just part of the narrative. It is reflected in results. In 2025, players like Jan Choinski, Billy Harris, Andres Martin, and Ben Hassan all competed in the Performance Volvo Cars Pro Tennis Challenge before continuing on to the U.S. Open. That progression underscores the level of play on display. It positions Berks County not as a detour, but as part of a broader pathway... one that leads directly to the sport's biggest stage.

A PROVEN CONNECTION

PREPARATION AT THE HIGHEST LEVEL

At the professional level, preparation is a balance. Players must arrive sharp, but not fatigued. Confident, but still evolving. Events like the Pro Tennis Challenge strike that balance by offering:

- Competitive, match-tested environments
- Opportunities to experiment and adjust
- A setting that mirrors the pace and intensity of top-tier play

It is in these moments, often away from the spotlight, where the foundation for success is built.

A LOCAL STAGE WITH GLOBAL IMPLICATIONS

What makes this tournament especially compelling is its dual identity. It is both intimate and international. For players, it is a place to prepare. For fans, it is a rare opportunity to witness that preparation unfold up close. There is a distinct energy in watching athletes compete not just to win, but to refine, to adjust, and to elevate their game in real time.



WHERE THE JOURNEY TAKES SHAPE

The U.S. Open may be the destination, but every journey has its early chapters. Some begin on practice courts. Others take shape in tournaments just like this one. And increasingly, those chapters are being written in Berks County.

MORE THAN A TOURNAMENT

The Performance Volvo Cars Pro Tennis Challenge represents more than a single event on the calendar. It is part of a larger story. One that connects local courts to global stages. A moment where preparation meets opportunity, where progress becomes visible, and where the path to the U.S. Open begins to take shape.



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THE PERFORMANCE VOLVO PRO TENNIS CHALLENGE



Welcome To The Tournament!

Welcome to the Performance Volvo Pro Tennis Challenge, an exciting collaboration between Performance Volvo Cars, Ellesse, The Emkey Family, and the Berks County Tennis Association (BCTA). This tournament brings together tennis enthusiasts of all ages, showcasing skill, sportsmanship, and community spirit. Join us for an event filled with competitive matches, family fun, and the chance to support local



TOURNAMENT WEEK VIBES ALL YEAR ROUND.

STAY CONNECTED WITH US



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FACEBOOK

The tournament may only last a week, but the excitement continues all year long. Keep visiting our website and following us on Facebook for player updates, community news, tournament announcements, and everything leading up to next year's event.

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