



MEDIA RELEASE

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CANCER RESEARCH UK AND NITTO ATP FINALS TEAM UP TO BEAT CANCER

LONDON – The ATP and Cancer Research UK have today announced a new partnership for the final two editions of the Nitto ATP Finals in London (2019-2020) before the season finale moves to Turin, Italy in 2021.

The partnership will see the world's best eight qualified tennis players and doubles teams come together at the ATP's prestigious season-ending tournament on a mission to help Cancer Research UK raise money to fund research into beating all 200 types of cancer affecting men, women and children.

To kick start the fundraising, the Nitto ATP Finals has given customers the opportunity to donate to Cancer Research UK when they buy their tickets. Throughout the eight-day tournament, set to take place this year from 10-17 November at The O2 in London, short films about Cancer Research UK's work, including players and supporters, will be broadcast. Spectators will be encouraged to support by text-to-donate or via bucket collections, with all money raised via the partnership helping to fund life-saving cancer research.



The Nitto ATP Finals and Cancer Research UK will also be working together to show attendees at the tournament how 40 per cent of cancers can be prevented with Cancer Research UK nurses and volunteers on hand at the tournament to answer questions. Making changes such as stopping smoking, keeping a healthy weight, being more active, drinking less alcohol and enjoying the sun safely will all help to reduce risk of cancer.

Caro Evans, Director of Partnerships at Cancer Research UK, said: "Our partnership with the Nitto ATP Finals is really exciting, and we are delighted they've chosen to work with us for the next two years. We're excited to be able to reach tennis fans at the season finale to spread awareness about the causes of cancer and to help raise money to fund more cancer research. With many of the biggest tennis stars in the world, we are aiming to highlight small

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things all of us can do to help prevent cancer, including keeping an active and healthy lifestyle. All money raised through the partnership will go towards our life-saving work to beat cancer.”

Chris Kermode, ATP Executive Chairman and President, said: “We’ve all been affected by cancer in some way, shape or form, so we’re delighted to welcome Cancer Research UK on board as our charity partner at our season finale. The aim of the partnership is to help raise as much awareness and money as possible for the incredible life-saving work Cancer Research UK carries out.”

Featuring only the world’s best eight qualified singles players and doubles teams of the season, this year’s Nitto ATP Finals looks set to provide a thrilling finale to the men’s professional tennis season, giving tennis fans in the UK an unmissable opportunity to watch the world’s best players go head-to-head as they battle for the last title of the season.

To purchase tickets for the 2019 Nitto ATP Finals, visit: www.NittoATPFinals.com/tickets

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About Cancer Research UK

- Cancer Research UK is the world’s leading cancer charity dedicated to saving lives through research.
- Cancer Research UK’s pioneering work into the prevention, diagnosis and treatment of cancer has helped save millions of lives.
- Cancer Research UK receives no funding from the UK government for its life-saving research. Every step it makes towards beating cancer relies on vital donations from the public.
- Cancer Research UK has been at the heart of the progress that has already seen survival in the UK double in the last 40 years.
- Today, 2 in 4 people survive their cancer for at least 10 years. Cancer Research UK’s ambition is to accelerate progress so that by 2034, 3 in 4 people will survive their cancer for at least 10 years.
- Cancer Research UK supports research into all aspects of cancer through the work of over 4,000 scientists, doctors and nurses.
- Together with its partners and supporters, Cancer Research UK’s vision is to bring forward the day when all cancers are cured.

For further information about Cancer Research UK’s work or to find out how to support the charity, please call 0300 123 1022 or visit www.cancerresearchuk.org.

About the Nitto ATP Finals

The Nitto ATP Finals is the year-end climax to the men’s professional tennis season,

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featuring only the world's best eight qualified singles players and doubles teams as they battle it out for the last title of the season. Players compete for ATP Rankings points throughout the season in a bid to earn one of the eight coveted berths and a chance to win the biggest indoor tennis tournament in the world. Played using a round-robin format, each player plays three matches as they compete for a berth in the knockout semi-finals and beyond. The prestigious tournament has been contested in major cities around the world with a rich history dating back to the birth of The Masters in 1970 in Tokyo. Since 2000 the event has taken place in cities such as Lisbon, Sydney, and Shanghai. In 2009 the tournament was moved to London, where it will be played through to 2020 before moving to Turin in 2021. For more information, please visit www.NittoATPFinals.com.

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