



Media Release

CARE2+ KOOYONG CLASSIC BOUNCES BACK FOR 2023

NEW PARTNERS AND A NEW-LOOK HOME: KOOYONG PREPARES TO WELCOME BACK WORLD CLASS TENNIS ACTION

Melbourne, Australia – The prestigious **Kooyong Classic** will return bigger and better than ever in 2023, with organisers confirming new event partnerships to cement the tournament’s status as a highlight of the Australian Summer of Tennis.

From 2023 the famous event will be known as the **CareA2+ Kooyong Classic** after event organisers sealed a five-year title sponsorship deal with CareA2+, a leading Australian health and wellness company.

The CareA2+ Kooyong Classic will be held at the Kooyong Lawn Tennis Club from **Tuesday, January 10 to Thursday, January 12, 2023**.

The 33rd edition of the boutique tournament will again welcome its official international broadcast and marketing partner **Mediapro Asia**, who have signed on for a further three years. The wide-ranging deal will see the Singapore-based company continuing to promote and market broadcast rights and event sponsorship both domestically and internationally. The agreement extends Mediapro Asia’s association with the event, which began in 2019.

CareA2+ Kooyong Classic Tournament Director, **Peter Johnston**, said the new partnerships ensured a successful return in 2023 and an exciting future for an event that has a track-record of luring champions of tennis, with its reputation as an ideal preparation for the Australian Open.

“With the Australian Summer of Tennis reverting to its original decentralised, pre-COVID 2020 schedule, the CareA2+ Kooyong Classic is perfectly positioned to provide the all-important final tune-up for players competing at the Australian Open the following week,” Mr Johnston said.

“CareA2+ and Mediapro Asia recognise the 2023 summer tournament heralds a new future for the event. We thank them for their support as the Classic resets with an exciting long-term future assured.”

CareA2+ Director, **Kerry Hyland**, said the new naming-rights partnership was an ideal fit for the company.

“The CareA2+ Kooyong Classic holds a special place in Australia’s tennis heritage and we are delighted to sign on as title sponsors for the next five years,” Ms Hyland said.

“As a proudly Australian company making high quality products with fresh Australian A2 cow’s milk, this partnership is the perfect fit with its Australian and global audience and the unique experience it offers for the public who attend the event each day.”

Mediapro Asia Managing Director, **Lars Heidenreich**, believes the tournament, which counts greats including Rafael Nadal, Novak Djokovic, Maria Sharapova as participants in recent years, has an attractive growth profile.

“We first became involved last year to increase the broadcast exposure of the event internationally,” Mr Heidenreich said.

“From there, we saw the potential growth of the event and we are delighted to expand our role for a further three years.”

The 2023 CareA2+ Kooyong Classic will be the first to be held at the revamped Kooyong Lawn Tennis Club after a recently completed \$18 million redevelopment, which has returned the historically important stadium to its 1930s form. There have also been major upgrades to the clubhouse and around the Kooyong site.

A capacity crowd of more than 4,000 is expected on site each day to enjoy the unique boutique atmosphere which provides fans with the opportunity to watch the world’s best players in a relaxed and enjoyable setting.

Kooyong Lawn Tennis Club President, **Adam Cossar**, said the developments, upgrades and partnerships with new sponsors were a major boost for such an important tournament each summer.

“Kooyong Lawn Tennis Club is the spiritual home of tennis in Australia,” Mr Cossar said. “It is extremely important to the club to retain an event featuring the world’s best male and female players competing and experiencing the club.

“We are delighted to welcome CareA2+ as our title sponsor and partner and look forward to working with them, together with Mediapro Asia, over the next five years and beyond.”

A world-class field assembled when the tournament was last played in 2020, highlighting its importance as a preparatory event for the first Grand Slam tournament of the year. French Open finalist Stefanos Tsitsipas, Australian star Nick Kyrgios, former world No. 1 Maria Sharapova, Wimbledon finalist Matteo Berrettini, US Open champion Marin Cilic, Billie Jean King Cup star Ajla Tomljanovic and former world No. 3 Grigor Dimitrov continued the tradition at Kooyong.

Another quality field is assured for the return of the CareA2+ Kooyong Classic in 2023, with announcements regarding participants to be made in coming months.

The CareA2+ Kooyong Classic will be held at Kooyong Lawn Tennis Club from January 10-12, 2023.

For tournament information please visit kooyongclassic.com.au.

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About CareA2+

CareA2+ is a health and wellness company committed to caring for the entire family. Our products and services provide health, nourishment, and happiness for every step along the journey of life. We are proudly an Australian company, that makes high-quality products, with fresh Australian A2 cow's milk. All our ingredients are Australian-made and 100% traceable from the Grass-to-Tin. More information on CareA2+ is available at care2plus.com.

About Mediapro Asia

Mediapro Asia, with its headquarters in Singapore, supports the Mediapro Group as the official TV and media rights representatives of LaLiga, who also market the Ladies European Tour, the Asian Volleyball Championships and ManCity TV across Asia-Pacific. In addition to being a sports media agency, the Asia office doubles as a marketing partner, providing clients with consulting services and offering end-to-end solutions to promote their brands using sporting personalities and sports events, and creating sporting assets. Mediapro inventory includes LED advertising as well as virtual boards (digital board replacements) within LaLiga matches and sponsorship deals for the 30th Southeast Asian Games.