

PRESS RELEASE

Tennis Africa: A New Identity to Elevate the Ambitions of African Tennis

With a new brand, a refreshed visual identity and a bold continental vision, Tennis Africa opens a new chapter for the sport across Africa. The launch is accompanied by the “Where Champions Begin” campaign, celebrating the African Junior Championships and the journeys of those shaping the future of tennis across the continent.

Tunis, Tuesday, 20 October 2026 – The Confederation of African Tennis (CAT) today unveils its new public identity, **Tennis Africa**, which will henceforth represent the organisation and its work in advancing tennis across the continent.

This transformation follows the decision adopted by the CAT Annual General Meeting on 12 December 2025 to evolve the organisation’s brand identity. It marks a significant milestone in the drive to strengthen the visibility, consistency and international standing of African tennis.

More than a change of name, Tennis Africa embodies a collective ambition: to establish a distinctive and immediately recognisable identity, unite stakeholders around a shared vision, and give the continent a stronger voice on the international stage. The new identity reflects a broader commitment to modernisation and development, commensurate with the talent, potential and passion that define African tennis.

A Clear Identity, A Shared Ambition

The Tennis Africa brand is built on three fundamental pillars.

1. A Name That Defines Who We Are

The combination of “Tennis” and “Africa” clearly expresses the organisation’s continental scope and its commitment to developing the sport across Africa. It is accompanied by a signature that captures both its purpose and its ambition: **“Serving Africa, Inspiring the World.”**

Serving Africa and inspiring the world: a commitment to advancing tennis across the continent while strengthening its international reach and influence.

2. A Visual Identity with Meaning

The new logo brings together the universal symbols of tennis, the silhouette of the African continent and an outward-looking perspective that connects Africa with the wider world. Its colour gradient draws inspiration from the diversity of African nations and their national flags, symbolising the richness of their individual identities united by a shared passion for the sport.

The new visual identity is designed to strengthen recognition of Tennis Africa among players, national federations, partners and the wider public, both across Africa and internationally.

3. A Vision for the Future

Tennis Africa aspires to make Africa the world's fastest-growing and most influential tennis region. Its mission is to build a united, high-performing and sustainable African tennis ecosystem that develops champions, strengthens national federations and creates lasting opportunities for the entire tennis community.

This ambition is underpinned by five core values: **excellence, sustainability, collaboration, integrity and innovation.**

To mark the launch, the President of Tennis Africa has also issued an open letter to the entire African tennis family. Players, coaches, federations, volunteers, parents, partners and fans are

invited to embrace this new chapter and contribute collectively to the future of the sport across the continent.

“Where Champions Begin”: Celebrating the Journeys That Inspire

To accompany the launch of its new identity, Tennis Africa is placing the spotlight on one of the most important platforms for developing young talent: the **African Junior Championships (AJC)**. Through the continental campaign **“Where Champions Begin”**, running from 21 to 24 October, Tennis Africa will highlight how great sporting journeys often begin on junior courts, where ambitions take shape, first victories are achieved and future champions emerge.

The **“AJC Alumni”** editorial series will feature stories celebrating the legacy of these championships and their contribution to the development of African tennis. The series will focus on:

- The journeys of champions who competed at the AJC before going on to excel at the highest levels of the sport;
- The history and significance of the *Best Nation’s Trophy*, a symbol of collective achievement and competition among nations;
- The records and defining moments that have shaped the history of the championships;
- The new generation of talented players who are writing the next chapter of African tennis.

Through these stories, Tennis Africa aims to celebrate the championships’ legacy, recognise the work of national federations and grassroots stakeholders, and inspire young players to pursue their ambitions.

Tennis Africa Leadership on the Launch

Jean-Claude Talon, President of Tennis Africa, said:

“Tennis Africa is not a new organisation searching for an identity. It is the continuation of an institution that has contributed to the development of African tennis and the emergence of its champions, now with an identity that more clearly reflects its mission and ambitions.

“Today marks the beginning of a new chapter: one defined by a more modern, more united African tennis community with a stronger presence on the international stage. With Tennis Africa, we are making one fundamental conviction clear: we belong to one family, share one continent and pursue one common ambition.”

Jonas Alberto Junior, Vice-President of Tennis Africa, said:

“A brand only becomes meaningful when it is embraced and brought to life by the people it represents. Tennis Africa must become a shared identity, reflected in the everyday commitment of our federations, clubs, coaches and players.

“We invite everyone to make this new identity their own and to share the stories, dedication and achievements that help develop the champions of today and tomorrow. Behind every champion stands an entire ecosystem committed to their growth and success.”

A Shared Story to Tell

Tennis Africa invites the entire tennis community to take part in this new chapter by sharing the stories that marked the beginning of their own journeys: a first competition, an inspiring coach, an inaugural title or a defining moment that sparked a lifelong passion for the sport.

National federations, clubs, players, coaches and fans are encouraged to share their stories on social media using the hashtag **#WhereChampionsBegin**.

Selected stories may be featured across Tennis Africa’s official channels, highlighting the diversity of individual journeys and the people who are helping African tennis grow and thrive in every corner of the continent.

How to Follow the Launch

The public and the entire tennis community are invited to follow Tennis Africa's official social media channels and join the launch campaign using the following hashtags:

#TennisAfrica · #WhereChampionsBegin · #AJCAlumni

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Notes to Editors

About Tennis Africa

Tennis Africa is the continental governing body for tennis in Africa, bringing together [54] member nations. It works to develop, promote and raise the profile of tennis across the continent, from grassroots participation to the highest levels of competition.

Working in collaboration with its member federations and stakeholders across the sport, Tennis Africa contributes to strengthening the continental tennis ecosystem, supporting player development and creating the conditions for new talent to emerge. The African Junior Championships represent an important milestone in the development and progression of young African players.

Media Enquiries and Brand Resources

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Digital Services and Website Transition

To ensure a smooth, gradual transition and uninterrupted services for member federations, players, partners and the wider public, the organisation's official email addresses and website will continue to operate under the **cattennis.com** domain for the time being.

This arrangement will ensure continued access to existing information and resources while preparations are completed for the launch of Tennis Africa's future digital platform at tennisafrika.net.