



WIMBLEDON 2015



Dear Media Colleague,

There are now just three weeks remaining until the start of The Championships 2015, and we are making our final preparations for what we very much anticipate will be a successful event.

I hope this document will provide you with a useful reminder of everything that is new at Wimbledon this year, in particular the improved facilities we have to offer. For the players, there are new facilities in the Millennium Building and the Aorangi Pavilion at the practice courts; for our Ball Boys and Ball Girls new accommodation and rest area below Court 15; and for yourselves in the media, the new expanded 24-hour Media Restaurant, new bespoke photographers' working area and improved player interview arrangements. We are excited by these new facilities and hope everyone enjoys using them.

As you know The Championships will also start one week later from this year in order to create a three-week gap between Roland Garros and Wimbledon, thus giving the players more time both to recuperate from the demands of playing Roland Garros and to practise and compete on grass as they make their preparations for Wimbledon. We view this as a major moment in the history of The Championships.

Whilst some things change at Wimbledon, many things do not. Our Head Groundsman and his team are making their final preparations to our world renowned grass courts ready for 13 days of intensive use. As they do so, it is worth remembering the courts benefit hugely from a rest day on the middle Sunday (hopefully you do as well!). This is important in helping to ensure that the courts are in the best possible condition for the duration of the second week and it is the one opportunity the groundstaff have to thoroughly water the courts. In years when we have played on middle Sunday as a result of bad weather, the courts have of course had less play in the first week.

And finally, if you are interested in delving back through time, take a look at **the archive section of [wimbledon.com](#)**. The archive features the draws for every match ever played at The Championships and is searchable by player, event and by year. It makes for some interesting discoveries.

We look forward to welcoming you to Wimbledon and, in the meantime, I wish you every success with your own build up to The Championships.

Best wishes
Richard Lewis CBE
Chief Executive





THREE-WEEK GAP

🐾 The Championships will be held one week later than usual in order to extend the period between Roland Garros and Wimbledon to three weeks, thereby allowing the players more time for rest and recuperation following the clay court season and increased opportunities to adjust between the surfaces, both in practice and in competition.

🐾 The move has created an enhanced grass court season with new ATP events in Stuttgart and Nottingham, a new WTA event also in Nottingham and the upgrading of the ATP events in Halle and London Queen's Club. This follows the upgrading of the WTA event in Birmingham in 2014. The AELTC continues to support the development of a planned new WTA grass court in Mallorca for 2016. Finally, Challenger events are taking place in Manchester, Surbiton and Ilkley.





PRIZE MONEY

Building on the very significant increases in prize money over the past three years, competitors at The Championships 2015 will receive a total of £26.75m, an increase of £1.75m (7%) over 2014. The Gentlemen's and Ladies' Singles Champions will each receive £1.88m, a 7% increase from £1.76m in 2014.

In the last four years the total prize money has increased from £14.6m in 2011 to £26.75m in 2015, with the singles winners' prize money increasing from £1.1m to £1.88m.

In 2015, Doubles continues to play an important role at The Championships and there is an average 5% increase in the Gentlemen's, Ladies' and Mixed Doubles. Wheelchair Doubles has also benefited from a significant increase with prize money raised by an average of 28%.





FACILITIES

As one of the first elements of the Master Plan, the AELTC has devoted considerable resources to improving the players' physical environment and facilities. The main items of note are:

AORANGI PAVILION

The Aorangi Pavilion, which formerly housed other Championships' staff as well as competitors, has been totally refurbished and turned into a dedicated player facility with significant improvements and a 50% increase in space for senior and junior players alike. Sitting at the heart of the practice complex, the pavilion now offers players the same facilities they would find in the Millennium Building. The locker rooms have been doubled in size and also incorporate new ice baths, as well as additional private physiotherapy and massage space. There is a new restaurant and a new warm-up area.

MILLENNIUM BUILDING

In the Millennium Building, the player lounge has been refurbished and significantly increased in size. Medical and physiotherapy facilities have been substantially improved with the addition of six ice baths, an additional warm-up and stretch area, podiatry and private treatment rooms and a large increase in the size of the massage rooms.

COURTS 14 AND 15

The number of Championships' courts in play will be 19 as Courts 14 and 15 come back into play, after being re-laid following the construction underneath them of the new areas for the photographers and Ball Boys and Ball Girls. This allows the Ground capacity to be increased to 39,000 (+500). Hawk-Eye coverage will be extended to Courts 12 and 18 bringing the number of courts equipped with the system to six.





NEW FOR THE MEDIA

👉 The media will benefit from a new 24-hour restaurant, which is both 50% larger and offers a broader range of food and drink, including a coffee shop, pizza bar, deli-sandwich bar and pasta station.

👉 In response to feedback, the interview area has been redesigned to increase the number of interview rooms.





NEW FOR PHOTOGRAPHERS

📷 Photographers will benefit from a new state-of-the-art bespoke working area.



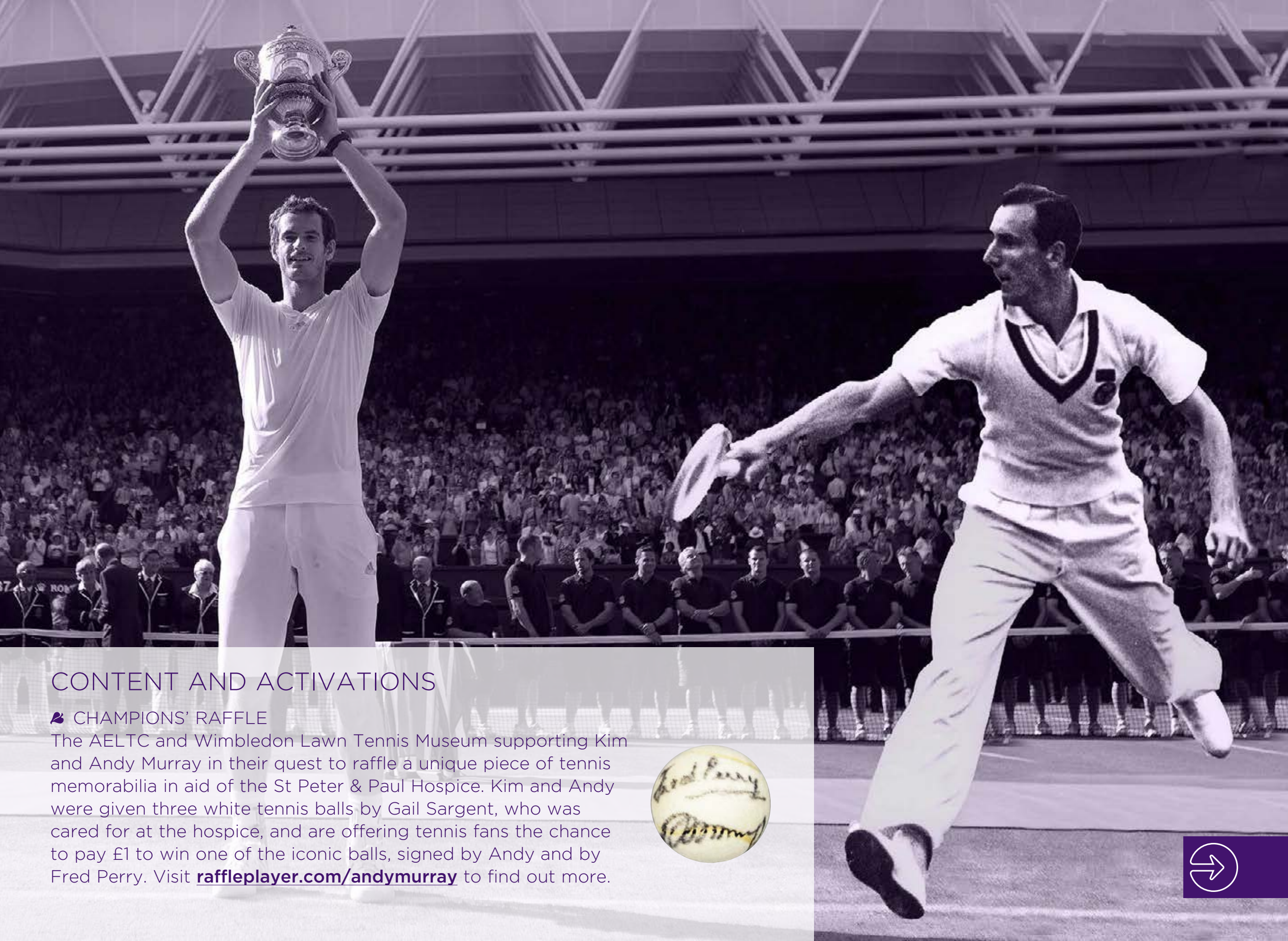
COMMUNICATIONS

In addition to improving the physical environment, player services have been upgraded with the introduction of a player-dedicated website to enhance communication. Responsive to all devices, the site gives players secure access to personalised information, such as email and text alerts when the Order of Play is released, notifications of practice court and transport bookings and personal match statistics to view or download.

DIGITAL

The AELTC continues to develop its award-winning digital strategy and the focus for 2015 is the redesign and redevelopment of **Wimbledon.com**. The new-look website has the beauty of The Championships at its heart, brought to life through an image-led design. It is responsive to all platforms with intuitive and user-friendly navigation, allowing the user to follow Wimbledon wherever they are, and on any device. There are also improvements to the apps for iPhone, Android and iPad, to the Live @ Wimbledon Radio and TV service, and to Wimbledon's ever-evolving social media portfolio.





CONTENT AND ACTIVATIONS

🍷 CHAMPIONS' RAFFLE

The AELTC and Wimbledon Lawn Tennis Museum supporting Kim and Andy Murray in their quest to raffle a unique piece of tennis memorabilia in aid of the St Peter & Paul Hospice. Kim and Andy were given three white tennis balls by Gail Sargent, who was cared for at the hospice, and are offering tennis fans the chance to pay £1 to win one of the iconic balls, signed by Andy and by Fred Perry. Visit raffleplayer.com/andymurray to find out more.



CONTENT AND ACTIVATIONS

'TAKE YOUR SEAT'

Wimbledon fans will be able to take their seat at Wimbledon, wherever they are in the world, by uploading their favourite Wimbledon photo using Facebook or Instagram with #takeyourseat. The photos will combine to build a digital mosaic of fans on The Hill at Wimbledon.

HILL VS WORLD

The Hill may be cheering on Roger Federer or Serena Williams, but what does the World think? A live twitter battle comparing the views of the audience in the grounds with those watching elsewhere.

HASHFLAG WIMBLEDON

In a first on twitter, anyone using **#Wimbledon** will see the icon associated with the hashtag change round by round. What will they be? Wait and see...

#THEQUEUE

Those waiting in the queue will have the chance to give their own view on Wimbledon, prompted to share what Wimbledon means to them, before voting on who they think will win each match that day.

THE WIMBLEDON STORY

How to capture what Wimbledon 2015 sounds like, looks like, feels like? Introducing Wimbledon on Snapchat, which will bring users of the rapidly-growing platform a unique insight into SW19.

#WIMBLEDONTRENDS

What do people search for when they are wondering about Wimbledon? Wimbledon's digital channels will bring you the most curious of trends as The Championships seizes the global attention.

WHAT SOUNDS LIKE WIMBLEDON?

How would you create the sound of a ball hitting a racket? Or a net being wound down? Or the Centre Court crowd on tenterhooks. Foley Artist Lou Brown helped local schoolchildren do just that. Visit Wimbledon.com/Learning to find out more.

WIMBLEDON IN 360

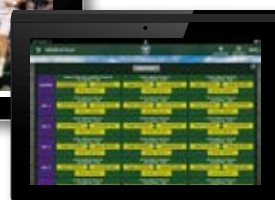
View Wimbledon as you've never seen it with 360 video footage of the grounds, captured using a drone. Simply download the Wimbledon iPad app to view.



WIMBLEDON.COM



IPAD



ANDROID



IPHONE

WIMBLEDON SOCIAL MEDIA

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Use **#WIMBLEDON** to join the conversation...





COMMERCIAL

- 🐾 The AELTC's commercial strategy continues to deliver long-term relationships with prestigious global brands.
- 🐾 Jaguar Land Rover joins the AELTC's Official Suppliers as the Official Car of The Championships.
- 🐾 Renewals:
 - Slazenger (Official Ball since 1902)
 - Ralph Lauren (Official Outfitter since 2006)
 - IBM (Official Information Technology since 1990)



BROADCAST

- 🦅 15 broadcast courts
- 🦅 Hawk-Eye coverage added to Courts 12 and 18, bringing total to all six Show Courts
- 🦅 Contract renewals in: **Brazil: Globosat & ESPN Australia: Channel 7 & Fox Sports**





WIMBLEDON MASTER PLAN

Work has continued on the Wimbledon Master Plan. Planning permission for the No.1 Court development was approved in December 2014 and the detailed design process for the re-development of the court, including the retractable roof, continues.

In addition to the player, media and other facilities' improvements, a new Construction Support Village, with capacity for 2,000 Championships' support staff has been built. This will also support the No.1 Court building programme when it comes on stream.



WIMBLEDON POSTER 2015

🦋 The Official Poster for The Championships 2015 brings together the traditions of Wimbledon in a beautiful tennis-ball shaped design which has the new tournament start date at its heart. The poster has been created by Russian paper artist Yulia Brodskaya and the original artwork and the poster itself are both on display in the Wimbledon Lawn Tennis Museum's current exhibition, Powerful Posters: Tennis and Advertising, 1893-2015. See Wimbledon.com/poster for more details.



CHAIRMAN'S SPECIAL GUESTS

👤 MARTINA
NAVRATILOVA
30 and 25 years
since winning in
1985 and 1990



👤 BJORN BORG
35 years since
winning in 1980



👤 BORIS BECKER
30 years since
winning in 1985



👤 STEFAN EDBERG
25 years since
winning in 1990





FAQS

🦁 **THE ALL WHITE RULE:** The “predominately in white” rule was introduced in 1963 before the “almost entirely in white rule” was brought in in 1995. Accessories were included in the rule from 2014. Competitors must be dressed in suitable tennis attire that is almost entirely white and this applies from the point at which the player enters the court surround. See About Wimbledon on Wimbledon.com

🦁 **THE GRASS COURTS:** The Championships’ playing height is 8mm. The court is composed of 100% rye grass.

🦁 **THE DRAW:** Will take place at the AELTC on Friday 26 June 2015 at 10.00am

🦁 **MIDDLE SUNDAY:** Contrary to popular belief, Middle Sunday is not about tradition. It is a crucial part of the groundstaff’s maintenance of the grass courts, as it allows them to be thoroughly watered, both to recover from the previous week’s play, and to provide the best possible conditions for the week to come.

🦁 **SEEDING CALCULATIONS:** **MEN**

The seeds are the top 32 players on the ATP World Tour ranking list, BUT then rearranged on a surface-based system. Since 2002 a seeding committee has not been required for the Gentlemen’s Singles following an agreement made with the ATP. The seeding order is determined using an objective and transparent system to reflect more accurately an individual player’s grass court achievements: The formula is:

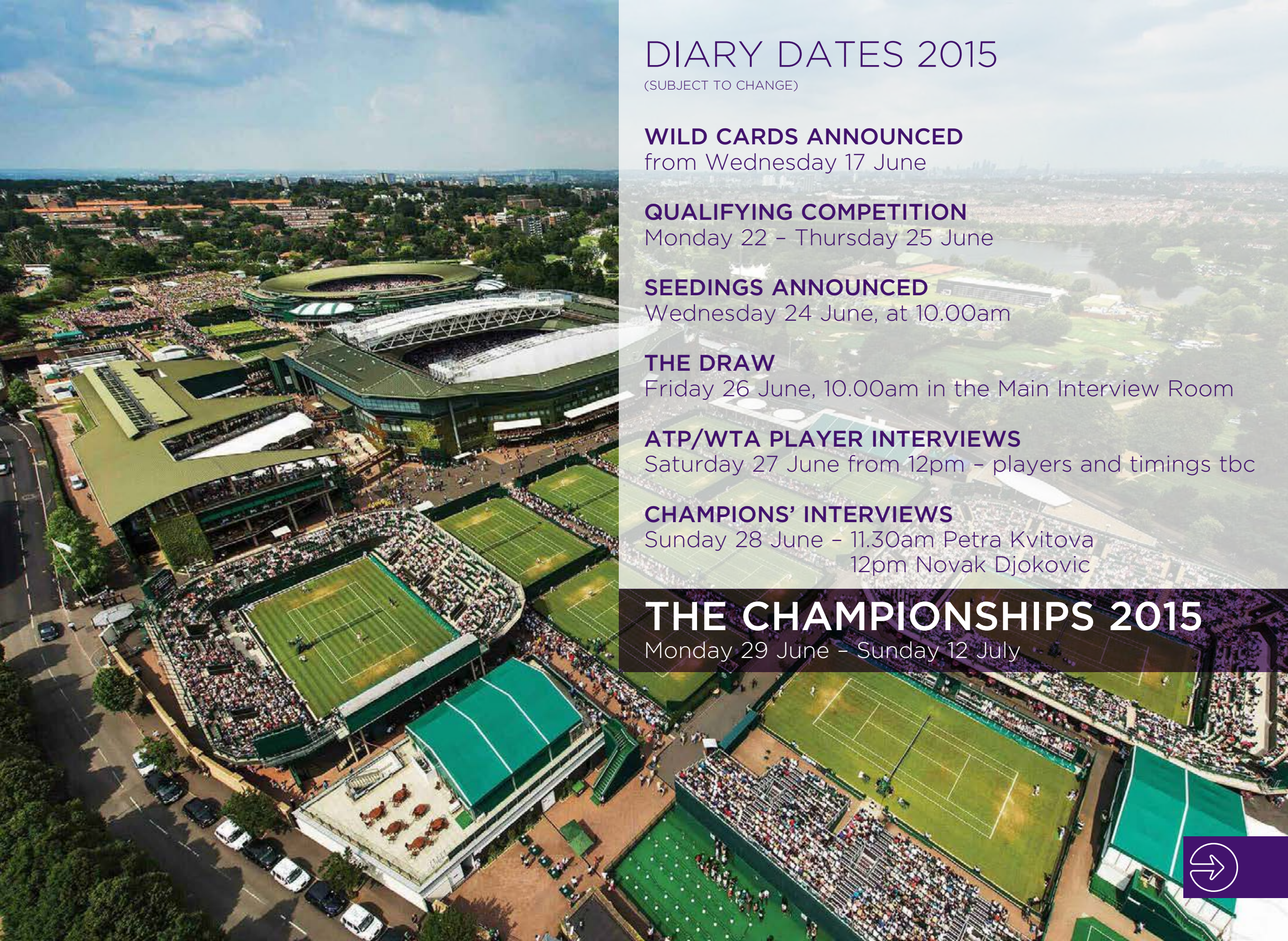
- Take the ATP Ranking points at 22 June 2015
- Add 100% of the points earned for all grass court tournaments in the past 12 months
- Add 75% of the points earned for the best grass court tournament in the 12 months before that.

LADIES

The seeding order follows the WTA ranking list except where, in the opinion of the committee, a change is necessary to produce a balanced draw.

🦁 **WILD CARDS:** Awarded at discretion of Championships Committee having taken into account LTA recommendations regarding British players and special circumstances (e.g. Goran Ivanisevic in 2001 or a recent Champion whose ranking has fallen through injury). Eight available in both Men’s & Ladies’ Singles.



An aerial photograph of the Wimbledon tennis grounds in London. The image shows several green grass tennis courts, some with large crowds of spectators. In the background, there are large stadium-like structures with white roofs. The surrounding area includes trees and residential buildings under a blue sky with light clouds.

DIARY DATES 2015

(SUBJECT TO CHANGE)

WILD CARDS ANNOUNCED

from Wednesday 17 June

QUALIFYING COMPETITION

Monday 22 – Thursday 25 June

SEEDINGS ANNOUNCED

Wednesday 24 June, at 10.00am

THE DRAW

Friday 26 June, 10.00am in the Main Interview Room

ATP/WTA PLAYER INTERVIEWS

Saturday 27 June from 12pm – players and timings tbc

CHAMPIONS' INTERVIEWS

Sunday 28 June – 11.30am Petra Kvitova
12pm Novak Djokovic

THE CHAMPIONSHIPS 2015

Monday 29 June – Sunday 12 July





wimbledon.com