

## **Emirates returns as the Official Airline of the Australian Open for another five years**

- A Monitor Desk Report

Date: 07 December, 2024



Dubai: Emirates announces a five-year renewal of its longstanding partnership with Tennis Australia, remaining as the Official Airline of the Australian Open until 2029.

Emirates marked a decade as the Official Airline of the Australian Open this year, celebrating its ongoing commitment to Australia and support for local sporting events.

From 2025, the partnership will extend outside of the Australian Open to make a meaningful impact within local communities in need. Emirates and the Australian Tennis Foundation (ATF) have teamed up on an initiative funded by the airline's 'Force for Good' program. Emirates will invest \$2.25 million over five years to inspire brighter futures for disadvantaged children and young people through tennis.

The program will launch in five key Australian cities, focusing on children and young people from underprivileged backgrounds who might otherwise miss the opportunity to engage with the sport. Over the next five years, the initiative will deliver free tennis programs, offering a structured and supportive environment where young participants can develop not only their sporting skills but also essential life skills such as resilience, teamwork and social connection.



Emirates' tennis sponsorship portfolio proudly includes all four Grand Slams - the Australian Open, US Open, Roland Garros (French Open) and Wimbledon, as well as 60 other tournaments across the year through the airline's partnership with the ATP. With its global reach, Emirates' 'Force for Good' initiative will also support social impact initiatives across the UK and the US where it has joined forces with Wimbledon and the United States Tennis Association to support local communities.

Emirates has been serving Australia for almost three decades, transporting over 40 million passengers to and from Sydney, Melbourne, Brisbane, Perth and Adelaide via its Dubai hub.

Currently the airline offers 77 weekly return services to Australia and offering over 68,000 seats to and from its five major gateways.

-N