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**Industry-leading initiative TENNIS AMBASSADOR gives another underserved community in Pasadena access to innovative tennis equipment**

*Conga Sports brings Slinger***®***, HEAD Penn Racquet Sports, and the Billie Jean King Eye Coach to the Pasadena Tennis Association*

Los Angeles, October 7, 2022 – Conga Sports Inc, provider of new fun and exciting tennis programs, today announced the selection of Pasadena, California based ‘Pasadena Tennis center’ as the recipient of the third TENNIS AMBASSADOR Equipment Package to acknowledge their efforts in providing tennis, academics, and life skills to under-resourced youth in the area.

TENNIS AMBASSADOR unites three of the most innovative leaders in the tennis equipment industry, Slinger**®**, HEAD Penn Racquet Sports, and the Billie Jean King Eye Coach with one goal in mind: bringing the most advanced technology to communities that really deserve it. The initiative, conceived and managed by Conga Sports President Rich Neher, will ship one complete Slinger Bag ball machine; one junior and one adult HEAD tennis racquet; one case of Penn tennis balls; and one Billie Jean King Eye Coach Home Tennis Training System each month for a period of one year to a pre-selected recipient.

“We have an opportunity to help tennis organizations and individuals in low-income communities where they need it most: with equipment,” says Neher. “I’m proud and happy to be part of this unique program.”

“We are thrilled to support the Pasadena Tennis Association in Southern California through the Tennis Ambassador Initiative,” said Mike Ballardie, CEO of Connexa Sports, the parent company of Slinger. “The Slinger Bag was designed to make tennis more accessible and enjoyable for players of all ages and abilities, and we are proud of any role we can play in getting new players on court and excited about tennis.”

“HEAD Penn Racquet Sports is excited to be a part of the Tennis Ambassador program, bringing performance tennis products to deserving communities,” said Allison Barnett, Brand Manager of HEAD Penn Racquet Sports. “The Pasadena Tennis Association is making a great impact in their community, and we are honored to play a part in supporting their efforts.”

"Asbury Park Tennis Initiative is ecstatic to have the support of Conga Sports Inc., which shares its vision of making tennis accessible and enjoyable for players of all ages in underserved communities. This support has made our organization very happy,” says Aaron Williams, founder of the Asbury Park Tennis Initiative. “The youth of Asbury Park will have the opportunity to train with cutting-edge tennis equipment, allowing them to take part in the progressive change that the tennis community is undergoing at the moment. “

**About Conga Sports**  
Conga Sports is a tennis network providing players of all levels with new fun and exciting experiences on tennis courts. As ‘the first green tennis network’ Conga strives for a sustainable tennis future by recycling balls and planting a tree for every can of balls used.

[Conga Sports](https://www.congasports.com/)

**About Connexa Sports Technologies:**  
Connexa Sports is a leading connected sports company delivering products, technologies, and services across the ‘Watch, Play, Learn’ commercial and subscription-as-a-service activities in sports. Digital disruption is restructuring how sports are enjoyed, consumed, and monetized, and Connexa Sports is well-positioned to capitalize on this with its portfolio of brands: Slinger, PlaySight Interactive, Gameface.AI, and Foundation Tennis.

With over one million users across its platform, Connexa’s mission is to reimagine sports through technological innovation and an unwavering focus on today’s sports consumer.   
[Slinger Bag](https://slingerbag.com/)

**About HEAD Penn Racquet Sports**

Head Penn Racquet Sports, the worldwide leading manufacturer of tennis racquets and balls, has partnered with global environmental charity Cool Earth in a global environmental program since 2007, the first of its kind for a sporting goods company.  
[HEAD Penn Racquet Sports](https://www.head.com/en_US/)

**About Billie Jean King’s Sweet Spot Ball Striking System**

International tennis legend Billie Jean King’s Eye Coach is dedicated to expanding tennis globally with a breakthrough portable in-home Sweet Spot Brain Training System that trains players to hit the Sweet Spot more consistently, improving power, accuracy spins and technique simultaneously.

[Billie Jean King Eye Coach](https://www.theeyecoach.com/)

**About Pasadena Tennis Association**

Based in

has one mission: To provide tennis, educational and life skills programs to support youth and inspire them to reach their greatest potential.

[Asbury Park Tennis Initiative](https://aptennis.org/)

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