



## News Release

Friday, June 26, 2015

### ***INTERNATIONAL STARS CELEBRATE THE 10TH ANNUAL WTA PRE-WIMBLEDON PARTY PRESENTED BY DUBAI DUTY FREE***

LONDON, UNITED KINGDOM – Last night, stars from the world of tennis, celebrity and fashion came together to celebrate **the 10th annual WTA Pre-Wimbledon Party presented by Dubai Duty Free at The Roof Gardens, Kensington.**

As one of the hottest tickets on the London summer social calendar, tennis stars including world No.1 **Serena Williams, Maria Sharapova, Ana Ivanovic, Petra Kvitova, Eugenie Bouchard, Simona Halep, Heather Watson** and **Laura Robson** joined famous personalities from the worlds of sport, entertainment and fashion including **Sir Richard, Sam and Holly Branson, Natalie Pinkham, Ade Adepitan, Charlie Webster** and **Perri Shakes-Drayton** at the exclusive party held by the Women's Tennis Association.

The WTA is the global leader in women's professional sport with more than 2,500 players representing 92 nations competing for a record \$129 million in prize money at the WTA's 55 events and four Grand Slams in 33 countries. Nearly 5.4 million fans attended women's tennis events in 2014 with millions more watching on television and digital channels around the world. The 2015 WTA competitive season concludes with the BNP Paribas WTA Finals Singapore, presented by SC Global, from October 23-November 1, 2015 and the WTA Elite Trophy in Zhuhai, China, from November 2-8, 2015. Further information on the WTA can be found at [www.wtatennis.com](http://www.wtatennis.com); [facebook.com/WTA](https://facebook.com/WTA) and [twitter.com/WTA](https://twitter.com/WTA).

**Stacey Allaster, Chairman and CEO of the WTA commented,** "We are delighted to celebrate our 10th WTA Pre-Wimbledon Party presented by Dubai Duty Free in the beautiful surroundings of The Roof Gardens. Dubai Duty Free have been a loyal and supportive partner over many years and continue to take this wonderful event to new heights. It is a great opportunity for us to bring our players together to showcase all of the incredible and inspiring work they do both on and off the court."

**Sir Richard Branson,** a WTA Global Advisory Council Member, co-hosted the exclusive event on behalf of Virgin and said, "What an amazing night. It is inspiring to be surrounded by so many incredible female athletes just before they hit SW19. I have been a great supporter of the WTA for many years and we've even successfully battled for equal prize money! So it's great just to simply celebrate these wonderful women who excel at my favourite sport."

**Colm McLoughlin, Dubai Duty Free Executive Vice-Chairman commented,** "The WTA Pre-Wimbledon Party has rapidly become one of the most glamorous events in the Dubai Duty Free social calendar. It provides us with an excellent opportunity to celebrate and promote our close association with the sport and renew friendships and acquaintances with many of the players and tennis professionals we will be welcoming back for the Dubai Duty Free Tennis Championships in February."

Stars arrived in style in a stunning fleet of **Jaguar XE** cars and treated fans in the new **fan zone** to photographs and autographs before walking the **unique bio-reactive purple carpet**, created by Jaguar, which used motion sensor technology to capture and visualise, in real-time, the energy from the exclusive event.

Inside the party, players and guests were treated to two refreshing **Cîroc cocktails**, including Cîroc signature serve **Blue Stone**, made with vanilla syrup, lemon juice and topped with soda and Cîroc Rocs made with Grand Marnier, lime juice, apple juice and topped with soda. VIP guests also indulged in a range of canapés which included Scottish lobster coated with a taramasalata infused with tarragon in a savoury profiterole and falafels with pomegranate salsa & spiced beetroot hummus.

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**About Dubai Duty Free**

Dubai Duty Free, which opened for business on 20 December 1983, has become one of the leading airport retailers in the world and achieved annual sales of US\$1.917 billion in 2014. Employing around 5,700 people, Dubai Duty Free currently operates some 26,000 square metres of retail space at Dubai International Airport and a further 7,000 square metres with the opening of Concourse D in 2015, and 2,500 square meters as Al Maktoum International (AMI) – Dubai World Central (DWC). In the long term, AMI-DWC has capacity for over 160 million passengers and ultimately, the retail operation will cover some 80,000 square metres. Dubai Duty Free has been a long standing partner of the WTA since 2004.

**WTA would like to thank supporters for this year's WTA Pre-Wimbledon Party presented by Dubai Duty Free including:** Dubai Duty Free, Jaguar, Virgin, The Roof Gardens, Kensington, BT Sport, Cîroc Vodka, By Terry, Pablo, Laurent Perrier, Efes and Evian.