

This is LCTA's success story for this year.

The 3rd annual Alton Blakley Lake Cumberland Open was held on August 3-4 in Somerset, KY, organized by Lake Cumberland Tennis Association. Last year this event attracted 68 players. This year LCTA changed marketing strategies and attracted 112 players.

LCTA secured \$5,200 in sponsorships, including increasing Alton Blakley family of car dealerships' title sponsorship to \$2,000 from \$1,500. Other sponsors include \$500 from City of Somerset and \$500 from Rockcastle Regional Hospital's new Quick Care Clinic. There were 18 other business or personal sponsors.

Some of these sponsors were in kind, including 150 sandwiches for players from Penn Station East Coast Subs, Forcht Bank's ice cream machine truck that provided free ice cream at tournament venues and Have Fayth Photography who took professional quality action shots and trophy presentation photos for players to order.

The sponsorship money helped LCTA upgrade tournament tshirts to better quality Dri Fit tshirts that most players prefer as compared to cotton shirts that are provided at other nearby tournaments.

This is a great success for a small rural town where tennis was almost non existent just 5 years ago. All LCTA personnel are volunteers and do this for the love of the game.

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