

# Tennis Industry to Pioneer Ball Recycling Program

A first of its kind program launches at the T.O.M Conference

**ORLANDO, FL - March 15, 2017** - Derrick Senior and his 18 year old son Ryan, co-founders of the non-profit Recycleballs, will address industry leaders at the annual [T.O.M. Conference](#) on March 27 to promote the mission of recycling all tennis balls in the US by 2020.

Recycleballs will launch the national Recycleballs QUICKSHIP Program at the conference after months of pilot testing in New England. T.O.M. Conference attendees will be invited to create a positive change by partnering with Recycleballs and adopting their cost-free Recycleballs QUICKSHIP Program. This program features unique patent pending bins, posters and more as part of a comprehensive recycling solution. All bins include a prepaid UPS label for easy shipment of collected tennis balls. "Players love this. Tennis facilities will see an immediate GREEN benefit the moment they adopt this program." said Ryan Senior.

Recycleballs will also reveal its plans for the *2017 CourtsforKids Challenge* and conference attendees will receive an advanced invitation to join. The Challenge will help divert a portion of the nearly 20,000 tons of annual tennis ball waste from US landfills. Tennis facilities across the nation will compete to see who can collect the most tennis balls for recycling. All tennis balls collected will count towards the Challenge and be recycled into tennis courts and/or repurposed. Participants will be recognized in a variety of categories.

The collective goal of the first *2017 CourtsforKids Challenge* is to collect 250,000 used tennis balls. Once the goal is achieved, deserving communities will be gifted new (or newly resurfaced) tennis courts. These courts will provide opportunities to build relationships, transform lives, and introduce young people to a lifelong sport.

"The US leads the world in trashing 135 million non-decomposing tennis balls into our landfills every year. We all agree that this is no longer sustainable or representative of our sport. We can now recycle all of these balls and turn yellow into GREEN on every court by 2020" said Derrick Senior. "The response to our efforts and those of our cpartners has been remarkable, especially among young tennis players. We look forward to addressing the T.O.M Conference attendees"

All T.O.M Conference attendees are invited to adopt the QUICKSHIP program and join the first *2017 CourtsforKids Challenge* by signing up on [Recycleballs.org](#).

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## About Recycleballs

Recycleballs, a youth-powered 501(c)3 nonprofit, is inspiring a grassroots movement with a shared mission to recycle all tennis balls in the US by 2020. The Recycleballs QUICKSHIP Program provides qualifying partner tennis facilities with a comprehensive cost-free tennis ball recycling solution and an immediate GREEN value for their entire tennis community. For more information, visit [Recycleballs.org](#) or [Facebook](#).

# TURN YOUR TENNIS BALLS INTO COURTS FOR KIDS



## RECYCLE BALLS HERE

Did you know that the US leads the world in trashing over 135 million non-decomposing tennis balls a year into landfills? This no longer represents the sport of tennis in 2017.

Be part of a GREEN solution to improve US tennis and our planet by recycling your tennis balls here. This facility has partnered with Recycleballs to see all tennis balls recycled or repurposed.

### UP YOUR GAME • SAVE THE PLANET • IMPACT LIVES

**COURTS FOR KIDS CHALLENGE 2017** - Our national challenge is turning recycled tennis balls into state-of-the-art tennis courts to benefit our youth. You can make a difference in reaching our first goal of 250,000 tennis balls for this initiative.

RecycleBalls.org - a youth-powered 501(c) 3 non-profit

 **RECYCLE  
BALLS** | TURN YOUR TENNIS BALLS INTO  
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